BROADCASTING
TELECASTING

WLEE

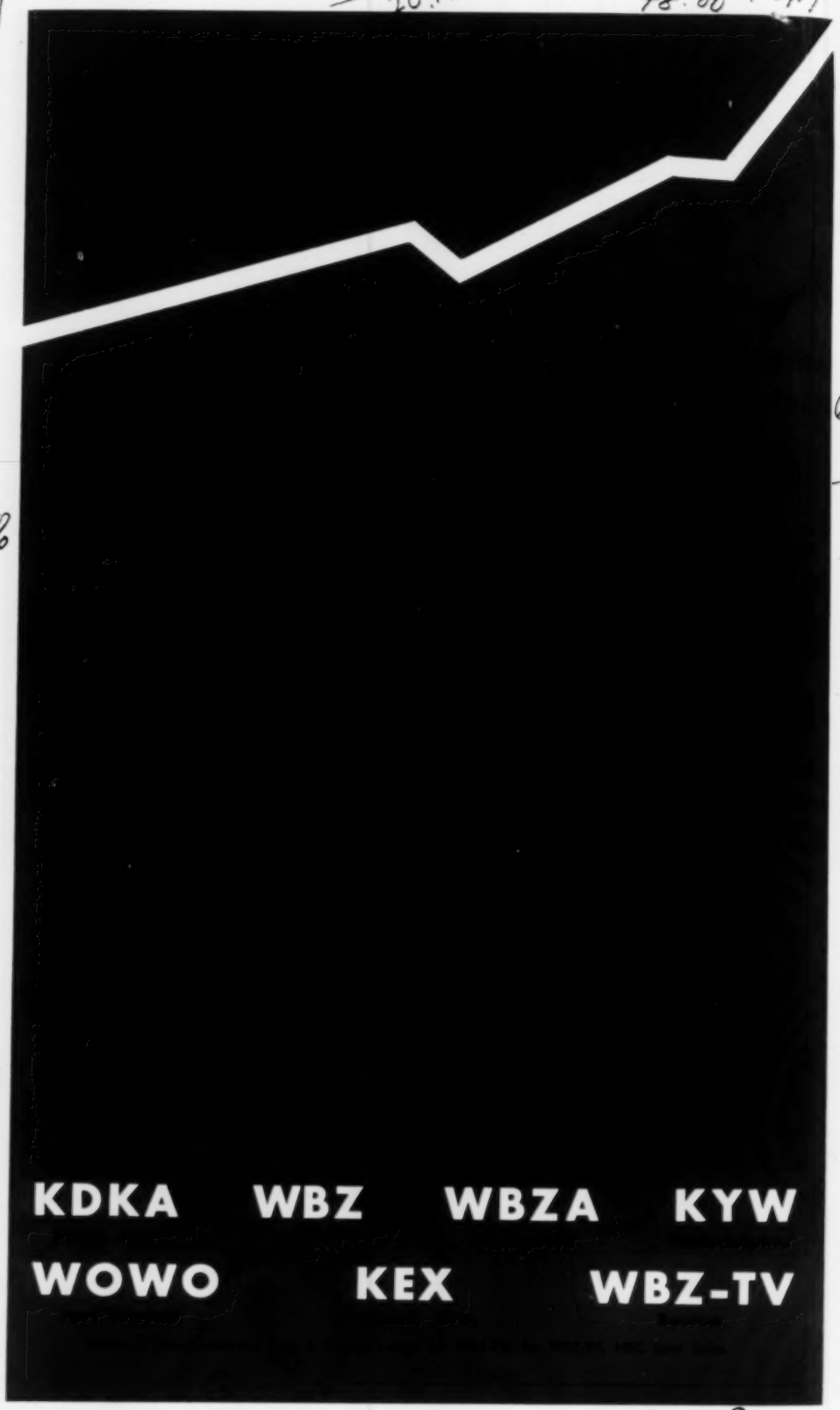
IN RICHMOND NOW

5000

WATTS

More power! More listeners! More value for every advertising dollar! Our success stories prove that WLEE has always produced fast, low-cost results for its advertisers. Now WLEE's new power gives a more dominant signal in Richmond, and brings in thousands of new listeners from outside the city. Results will be faster, more profitable than ever! Get the whole story from your Forjoe man today.

TOM TINSLEY: *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*


KDKA WBZ WBZA KYW
WOWO KEX WBZ-TV

You're *IN locally* everywhere in New England with YANKEE

Here is one network that adequately covers all New England, with enough stations to be effective locally in every important market.

Yankee's 28 hometown stations form New England's largest regional network. They give you the great mass market of six states in one package — city by city, and each one complete to the farthest suburban shopping area.

This is the most complete and effective coverage you can buy — available as a whole or in a combination to fit your distribution.

Choose Yankee to sell more, in more places, in New England.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

BMI

Service to the Broadcaster

Service is one of the basic theme songs of BMI. The nation's broadcasters are using all of the BMI aids to programming . . . its vast and varied repertoire . . . its useful and saleable program continuities . . . its research facilities . . . and all of the elements which are within the scope of music in broadcasting.

The station manager, program director, musical director, disc jockey and librarian takes daily advantage of the numerous time-saving and research-saving functions provided by BMI.

Along with service to the broadcaster—AM, FM, and TV—BMI is constantly gaining new outlets, building new repertoires of music, and constantly expanding its activities.

The BMI broadcast licensee can be depended upon to meet every music requirement.

Now in its tenth year, BMI has achieved a notable distinction as an organization dedicated to the world of music.

BMI-licensed music has been broadcast by every performing artist, big name and small name, on every program, both commercial and sustaining, over every network and every local station in the United States and Canada.

Every concert artist, vocalist and instrumentalist, and every symphony orchestra in the world has performed BMI-licensed music.

BROADCAST MUSIC, Inc.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

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BROADCASTING
TELECASTING

*

1950 Marketbook

Executive, Editorial, Advertising and Circulation Offices

870 National Press Bldg.

Washington 4, D. C. Telephone ME 1022

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Bruce Robertson, *Senior Associate Editor.*

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*Reg. U. S. Patent Office

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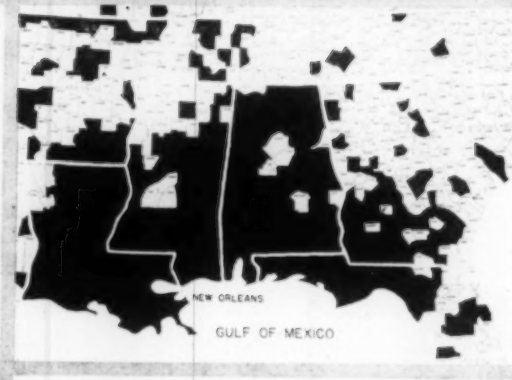
SOUTH'S GREATEST SALESMAN WINS THE HOOPERS!

WWL has a substantial lead in both mornings and afternoons. And, evenings, its share of audience is equal to the next two stations combined.

...and South's Greatest Salesman delivers you *a Great Multi-State Audience, too*

Of all New Orleans stations, WWL alone, gives you this dominant coverage of the rich Deep-South market:

PRIMARY	**134 Counties**
SECONDARY	**196 Counties**
TOTAL	**330 Counties**



HE HELPS YOU MERCHANDISE, TOO

You get still another plus from WWL—effective promotion for advertisers. Through personal calls on distributors and jobbers, wide-spread use of point-of-sale material, and other activities, WWL gets you plenty of action on the selling front—more by far than any other New Orleans station.

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

South's Greatest Salesman

WWL

NEW ORLEANS

DEPARTMENT OF LOYOLA UNIVERSITY REPRESENTED NATIONALLY BY THE KATZ AGENCY

BROADCASTING
TELECASTING

Vol. 39, No. 7, Part 2 WASHINGTON, D. C., AUGUST 14, 1950 $1.00 A COPY

USING THE MARKETBOOK

Sources of Data

IN ONE compact volume, BROADCASTING - TELECASTING herewith presents all the basic information necessary for quick planning of a radio or television campaign.

The 1950 MARKETBOOK was designed especially to meet the requirements of speedy timebuying by containing in one volume all the basic material needed to intelligently and quickly set up a campaign. In addition to basic information on each station which sells time, the 1950 MARKETBOOK also gives the latest economic information for each state and county along with the Spot Rate Finder which quickly gives basic rates for all stations. Although all rates given are one-time, the buyer may quickly compute the price on any number of placements by applying the frequency discount formula presented on page 6.

In this one book are listed alphabetically by states and cities all AM, FM and TV stations along with their power, frequency, network, national representative, audience surveys available and basic one-time rates for the six primary day and night time intervals.

For each city with a broadcasting facility, the timebuyer can see at a glance the name of the county in which it is located, the number of families, percent radio and the number of radio families.

County Information

Contained in each state section is a listing of basic information for every county designed to help the timebuyer evaluate the county's relative worth. In tabular form is presented the 1950 and 1940 population, the number of families and radio families, percent radio, 1949 and 1948 retail sales, employment for mid-March 1948 and the size of taxable payrolls in the county for the first quarter of 1948.

For each state there is an up-to-date map showing the location of every city with a broadcasting facility and the number of AM, FM and TV stations located within that city. County names also are plainly shown so the timebuyer may quickly check the market data on that county.

For basic information on any state, the 1950 MARKETBOOK carries a complete listing of such material as population, families, percent radio, radio families, retail sales, employment, wholesale sales, income and per capita income, the amount of private construction done, the number of automobiles and telephones.

Foreign Language Section

If the timebuyer is planning a foreign language campaign, the 1950 MARKETBOOK has a large section devoted to stations carrying foreign language programs. In this section will be found alphabetically by states and cities stations which carry this type programming. Included are the languages available, the number of minutes broadcast per week and the population within the coverage area speaking the language.

For each of the national networks—ABC, CBS, MBS, NBC—affiliates are listed alphabetically by states and cities with basic one-time day and night rates. The same listings are available for each of the television networks—ABC, CBS, DuMont and NBC. Regional networks and other groups also are presented with a listing of their affiliates and rates for the network.

Sources of Data

All material contained in the 1950 MARKETBOOK is the latest available and has been checked carefully for accuracy. In cases where the station has failed to supply complete information it has been supplied from other sources considered reliable. BROADCASTING cannot assume responsibility for the accuracy of such data. The maps were drawn by Walter P. Burn of Middlebury, Vt., especially for the 1950 MARKETBOOK.

The 1950 population for both states and counties was obtained from the Bureau of the Census, U. S. Dept. of Commerce. They were the most up-to-date figures available when the 1950 MARKETBOOK went to press and are in most cases preliminary, unverified field tabulations from the 1950 U. S. Census. As more refined figures become available later this year, some county and state populations may change to a slight extent. These will be published from time to time by BROADCASTING - TELECASTING. These changes, however, are expected to be so small that they will not affect appreciably any comparison with the 1940 population figures which are from the census of that year. Sources at the Census Bureau have estimated privately that the margin of error is usually less than 1%.

1950 family figures were estimated by BROADCASTING, based on 1950 population.

(Continued on page 6)

THE 1950 MARKETBOOK

WE PRESENT the 1950 MARKETBOOK as a service to the Business of Broadcasting.

Included again this year is the improved SPOT RATE FINDER, a copyrighted feature, setting forth individual and group station rates for every market and county in the nation—and for all classes of stations. Many radio and TV buyers have endorsed the FINDER as a valuable tool since its first publication in 1949.

In addition to the FINDER, the MARKETBOOK this year includes county and metropolitan area population figures from the 1950 U. S. census. All estimates of radio families are based on these current reports. With these figures as a nucleus the volume supplies in accessible form uniform data on the Radio Markets of the Nation. The advertiser or radio buyer who has found it necessary to consult a number of source books, now has his basic needs for market and station selection served by this single volume.

The number of radio families also is a BROADCASTING estimate based on the latest percent radio figures available from Broadcast Measurement Bureau. The 1946 percent radio and radio families figures are from BMB, while the number of families in 1940 is from the Census Bureau. Percent of U. S. population information is a BROADCASTING estimate.

Information on retail sales in 1949 is through the courtesy of *Sales Management* and further reproduction is unlicensed under its 1950 copyright. The 1948 retail sales figures are from the preliminary 1948 Census of Business released earlier this year by the Bureau of the Census, U. S. Dept. of Commerce.

Census of Business

In the state tables the number of retail and wholesale trade employes and the dollar figures on wholesale sales volume for both 1948 and 1939 are from the 1948 Census of Business.

The number of people employed in mid-March 1948 and 1947 and the size of the taxable payrolls for the first quarter of both years are from the U. S. Dept. of Commerce. The data are based on employers' tax reports under the old-age and survivors' insurance program and includes all people and establishments covered by the Social Security Act. It is estimated by official sources that approximately 75% of all wage earners are covered. Employment for mid-March of both years represents the number of employes in covered employment during the pay period ended nearest March 15. The taxable pay roll figures are the amount of taxable wages paid for covered employment during the first quarter of each year.

Comparative state income figures, including percent distribution, per capita income and percent of national per capita income, were supplied by the National Income Div., Office of Business Economics, U. S. Dept. of Commerce.

FREQUENCY DISCOUNT FORMULA

All rates in the Spot Rate Finder section of the 1950 MARKETBOOK are one-time rates. For quick calculation of frequency discounts the National Association of Radio Station Representatives recommends the following formula:

Times	All Program Periods	One-Minute Announcements	Station Breaks
13	4.5%	3.5%	2.5%
26	9	7.5	5.5
52	14.5	13	9.5
104	18.5	17	12.5
156	23.5	19.5	15.5
260	27.5	22.5	17.5

Construction figures include all private residential and non-residential construction put in place in the various states for the years indicated. Information is from *Construction and Construction Materials*, a monthly industry report published by the Office of Domestic Commerce, U. S. Dept. of Commerce.

Manufacturing

The value added by manufacture measures the approximate value created in the process of manufacture, that is, the contribution of manufacturing establishments to the value of finished manufactured goods. Value added is calculated by subtracting the cost of materials, supplies, etc., from the total value of shipments. Information is taken from the latest Census of Manufactures of the Census Bureau, U. S. Dept. of Commerce.

Automobile registration figures include all private and publicly-owned automobiles and commercial vehicles registered in the state. This information is from the Dept. of Commerce's Bureau of Public Roads.

The telephone count for each state is from FCC's *Statistics of the Communications Industry in the United States* and includes both business and residential telephones.

Metropolitan Area Population and Radio Family Figures

ALABAMA

	1950 Population	1940 Population	1950 Families	1950 Radio Families
Birmingham	554,393	459,930	154,858	138,133
Mobile	228,813	141,974	63,914	53,368
Montgomery	138,129	114,420	38,583	30,943

ARIZONA

Phoenix	326,491	186,193	91,198	85,908

ARKANSAS

Little Rock	192,880	156,085	53,877	47,735

CALIFORNIA

Fresno	274,304	178,565	76,621	74,628
Los Angeles	4,330,962	2,916,403	1,209,765	1,193,918
Sacramento	275,760	170,333	77,027	75,409
San Bernardino	278,577	161,108	77,814	75,790
San Diego	535,967	289,348	149,711	147,016
San Francisco-Oakland	2,213,484	1,461,804	619,763	610,581
San Jose	288,852	174,949	80,684	79,473
Stockton	119,414	134,207	33,355	32,521

COLORADO

Denver	559,494	407,768	156,281	152,989

CONNECTICUT

Bridgeport *	158,678	147,121	44,323	43,879
Hartford *	176,623	166,267	49,336	49,286
New Britain-Bristol	No figures available at press time.			
New Haven *	164,206	160,605	45,867	45,408
Stamford-Norwalk	No figures available at press time.			
Waterbury *	104,209	99,314	29,108	28,816

DELAWARE

Wilmington	267,217	221,836	74,641	72,035

DISTRICT OF COLUMBIA

Washington	1,452,349	967,985	405,673	392,074

FLORIDA

Jacksonville	315,508	210,143	88,130	78,523
Miami	489,838	267,739	136,826	127,658
Tampa-St. Petersburg	416,075	272,000	116,221	104,677

GEORGIA

Atlanta	663,711	518,100	185,394	165,334
Augusta	155,410	131,779	43,410	35,921
Columbus	169,574	126,407	47,366	39,119
Macon	134,437	95,086	37,552	30,435
Savannah	149,796	117,970	41,842	35,147

ILLINOIS

Chicago	5,494,129	4,825,527	1,534,671	1,508,5[illegible]
Decatur	100,273	84,693	28,009	27,39[illegible]
Peoria	249,891	211,736	69,801	68,16[illegible]
Rockford	152,224	121,178	42,520	41,79[illegible]
Rock Island-Moline	(See Davenport, Iowa)			
Springfield	129,988	117,912	36,309	35,32[illegible]

INDIANA

Evansville	158,361	130,783	44,231	42,37[illegible]
Fort Wayne	182,859	155,084	51,077	50,20[illegible]
Indianapolis	549,047	460,926	153,365	149,53[illegible]
South Bend	203,728	161,823	56,907	55,59[illegible]
Terre Haute	104,931	99,709	29,310	27,93[illegible]

NOTE: Compiled by BROADCASTING from Census Bureau figures using Bureau of the Budget standard metropolitan area definitions. * Includes city-limit population only. No figures available for metropolitan area at press time.

IOWA

	1950 Population	1940 Population	1950 Families	1950 Radio Families
Cedar Rapids	103,615	89,142	28,942	28,218
Davenport, Iowa-Rock Island-Moline, Ill.	242,325	198,071	67,687	66,346
Des Moines	224,910	195,835	62,824	61,441
Sioux City	103,959	103,627	29,038	28,108

KANSAS

Topeka	104,430	91,247	29,170	28,207
Wichita	219,281	143,311	61,252	59,108

KENTUCKY

Ashland	(See Huntington, W. Va.)			
Louisville	578,974	451,473	161,723	153,227

LOUISIANA

Baton Rouge	156,482	88,415	43,710	39,251
New Orleans	682,187	552,244	190,553	169,059
Shreveport	174,759	150,203	48,815	42,566

MAINE

Portland	No figures available at press time.

MARYLAND

Baltimore	1,326,259	1,083,300	370,478	359,046

MASSACHUSETTS

Boston	2,353,368	2,177,621	657,365	649,476
Brockton	No figures available at press time.			
Fall River *	112,091	115,428	31,310	30,840
Lawrence	No figures available at press time.			
Lowell *	96,523	101,389	26,961	26,934
New Bedford *	109,033	110,341	30,456	29,907
Springfield-Holyoke	(Springfield city-limit figures only) 162,631	149,554	45,419	45,191
Worcester *	201,875	193,694	56,389	55,261

MICHIGAN

Detroit	2,997,417	2,377,329	837,265	825,943
Flint	269,437	227,944	75,261	73,981
Grand Rapids	287,020	246,338	80,173	78,810
Kalamazoo	126,019	100,085	35,200	34,672
Lansing	172,450	130,616	48,170	47,495
Muskegon	120,763	94,501	33,732	33,124
Saginaw	152,838	130,468	42,692	41,752

MINNESOTA

Duluth, Minn.-Superior, Wis.	251,652	308,036	70,293	68,642
Minneapolis-St. Paul	1,107,388	940,937	309,327	305,156

MISSISSIPPI

Jackson	141,480	107,273	39,519	33,195

MISSOURI

Kansas City	821,887	686,643	229,677	222,333
St. Joseph	93,629	94,067	26,153	24,819
St. Louis	1,674,428	1,432,088	467,716	454,178
Springfield	104,118	90,541	29,083	27,483

NEBRASKA

Lincoln	118,046	100,585	32,974	32,083
Omaha	362,194	325,153	101,171	98,298

NEW HAMPSHIRE

Manchester	No figures available at press time.

NEW JERSEY

Atlantic City	132,818	124,066	37,100	34,948
Trenton	237,803	197,318	66,425	64,100

NEW YORK

Albany-Schenectady-Troy	512,495	465,643	143,154	138,627
Binghampton	184,664	165,749	51,582	50,034
Buffalo	1,081,022	958,487	301,961	295,284
New York-Northeastern New Jersey	12,838,143	11,660,839	3,585,902	3,480,472
Rochester	484,917	438,230	135,451	131,793
Syracuse	340,865	295,108	95,213	92,356
Utica-Rome	283,582	263,163	79,211	75,793

NORTH CAROLINA

Asheville	112,856	108,755	31,524	28,308
Charlotte	196,163	151,826	54,794	48,876
Durham	100,641	80,244	28,112	25,328
Greensboro-High Point	190,126	153,916	53,107	48,221
Raleigh	135,848	109,544	37,946	34,113
Winston-Salem	145,076	126,475	40,524	36,390

(Continued on page 8)

It takes the ol' one-two to throw a real sales punch in San Francisco

One for the *money* and two for the *show*... combined or separately, KSFO and KPIX Television in San Francisco will deliver more audience for the *money* and *show* more profits for the audience than any station or combination of stations (AM and TV) in the entire Bay Area... and we've the figures to prove it.

KSFO... the music, news and sports station... is the Bay Area's leading AM independent, and KPIX, its sister station, is the Bay Area's pioneer television station... winner of the first "Emmy" of the Academy of Television Arts and Sciences. Put 'em together and you have the "ol' one-two"... a combination that'll lick most any sales problem in the San Francisco Bay Area. Want to learn MORE? KSFO is represented by Wm. G. Rambeau Co.... KPIX by Katz Agency, Inc.

KSFO 560 SAN FRANCISCO

KPIX TELEVISION CHANNEL 5

Wesley I. Dumm, President
Philip G. Lasky, Vice President and General Manager

KPIX is affiliated with CBS and Dumont networks

METROPOLITAN AREA FIGURES

(Continued from page 7)

OHIO

1950 Population	1940 Population	1950 Families	1950 Radio Families
Akron			
407,981	339,405	113,961	112,023
Canton			
281,560	234,887	78,648	76,917
Cincinnati			
897,265	787,044	250,631	244,213
Cleveland			
1,457,559	1,267,270	407,139	400,322
Columbus			
500,935	388,712	139,925	137,406
Dayton			
453,172	331,343	126,583	123,781
Hamilton-Middletown			
146,792	120,249	41,003	39,936
Springfield			
110,999	95,647	31,005	30,229
Steubenville			
(See Wheeling, W. Va.)			
Toledo			
392,640	344,333	109,675	107,810
Youngstown			
525,642	473,605	146,826	142,297

OKLAHOMA

1950 Population	1940 Population	1950 Families	1950 Radio Families
Oklahoma City			
322,520	244,159	90,089	83,872
Tulsa			
248,658	193,363	69,457	65,220

NOTE: Compiled by BROADCASTING from Census Bureau figures using Bureau of th. Budget standard metropolitan area definitions. * Includes city-limit population only. No figures available for metropolitan area at press time.

OREGON

1950 Population	1940 Population	1950 Families	1950 Radio Families
Portland			
701,202	501,275	195,864	191,131

PENNSYLVANIA

Allentown-Bethlehem-Easton			
434,908	396,678	121,481	117,126
Altoona			
138,934	140,358	38,808	36,828
Erie			
218,407	180,889	61,007	58,200
Harrisburg			
291,236	252,216	81,342	77,827
Johnstown			
290,181	298,416	81,056	75,931
Lancaster			
234,137	212,504	65,401	61,149
Philadelphia			
3,651,730	3,169,637	1,020,053	983,929
Pittsburgh			
2,192,870	2,082,556	612,532	587,315
Reading			
254,454	241,884	71,076	68,375
Scranton			
256,494	301,243	71,646	67,777
Wilkes-Barre-Hazleton			
391,219	441,518	109,279	104,361
York			
202,430	178,022	56,544	53,886

RHODE ISLAND

Providence *			
254,027	253,504	70,957	70,318

SOUTH CAROLINA

Charleston			
159,838	121,105	44,647	36,610
Columbia			
141,883	104,843	39,632	34,242

TENNESSEE

Chattanooga			
245,488	211,502	68,571	61,781
Knoxville			
336,003	246,088	93,855	84,926
Memphis			
480,173	358,250	134,126	116,287
Nashville			
320,388	257,267	89,493	82,154

TEXAS

Austin			
160,381	111,053	44,799	39,871
Beaumont-Port Arthur			
194,136	145,329	54,227	49,400
Corpus Christi			
164,729	92,661	46,013	39,203
Dallas			
612,301	398,564	171,033	159,915
El Paso			
197,906	131,067	55,281	48,868
Fort Worth			
359,159	225,521	100,323	92,899
Galveston			
112,226	81,173	31,348	28,934
Houston			
801,169	528,961	223,790	207,005
San Antonio			
495,252	338,176	138,338	122,844
Waco			
128,076	101,898	35,775	30,981

UTAH

Salt Lake City			
274,209	211,623	76,594	75,6[illegible]

VIRGINIA

Norfolk-Portsmouth			
400,397	258,927	112,679	102,2[illegible]
Richmond			
326,863	266,185	91,301	85,12[illegible]
Roanoke			
132,760	112,184	37,083	34,7[illegible]

WASHINGTON

Seattle			
726,055	504,980	202,808	198,1[illegible]
Spokane			
220,228	164,652	61,516	60,10[illegible]
Tacoma			
274,722	182,081	76,737	75,27[illegible]

WEST VIRGINIA

Charleston			
319,277	276,247	89,182	83,35[illegible]
Huntington, W. Va.-Ashland, Ky.			
245,631	225,668	68,609	63,15[illegible]
Wheeling, W. Va.-Steubenville, Ohio			
352,910	364,132	98,576	94,65[illegible]

WISCONSIN

Madison			
168,504	130,660	47,068	46,45[illegible]
Milwaukee			
861,226	766,885	240,565	237,43[illegible]
Racine			
109,105	94,047	30,476	30,17[illegible]
Superior			
(See Duluth, Minn.)			

ABC NETWORK

SPOT RATE FINDER

ALABAMA

ANNISTON, WHMA

	SB	1M	5M	15M	30M	1 Hr
D	3.00	3.00	4.50	9.00	18.75	35.00
N	6.00	6.00	9.00	18.75	37.50	70.00

BIRMINGHAM, WSGN

D	[illegible].00	25.00	40.00	60.00	100.00	
N	27.00	50.00	80.00	120.00	200.00	

DOTHAN, WDIG

D	3.50	3.50	7.00	14.40	24.00	40.00
N	6.00	6.00	10.00	21.60	36.00	60.00

FLORENCE, WJOI

D	3.00	3.00	4.50	9.37	18.75	35.00
N	6.00	6.00	9.00	18.75	37.50	70.00

GADSDEN, WGAD

D		3.60	5.25	12.00	21.00	33.00
N		6.00	8.75	20.00	35.00	60.00

HUNTSVILLE, WHBS

D	4.00	4.00	8.00	12.00	18.00	30.00
N	6.00	6.00	10.00	24.00	36.00	60.00

MOBILE, WABB

D	9.00	9.00	11.00	22.00	33.00	55.00
N	12.00	12.00	22.00	44.00	66.00	110.00

MONTGOMERY, WAPX

D	7.50	7.50	12.00	20.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

ARIZONA

PHOENIX, KPHO

D	9.00	10.50	14.00	28.00	42.00	70.00
N	18.00	21.00	28.00	56.00	84.00	140.00

TUCSON, KCNA

D	6.00	4.50	6.00	12.00	18.00	30.00
N	10.00	7.50	10.00	20.00	30.00	50.00

Note: All rates one-time. For complete explanation see Foreword.

ARKANSAS

EL DORADO, KELD

	SB	1M	5M	15M	30M	1 Hr
D	2.50	3.75	7.50	15.00	22.50	37.50
N	3.75	5.50	11.25	22.50	33.75	56.00

FORT SMITH, KFSA

D	6.00	7.50	12.50	20.00	30.00	50.00
N	10.00	12.00	20.00	32.00	48.00	80.00

HOT SPRINGS, KTHS

D	5.00	6.00	12.00	24.00	36.00	60.00
N	10.00	12.00	24.00	48.00	72.00	120.00

LITTLE ROCK, KGHI

D		6.00	7.00	14.00	21.00	42.00
N		8.00	14.00	28.00	42.00	84.00

PINE BLUFF, KCLA

D	4.00	5.40	10.80	21.60	32.40	54.00
N	4.00	5.40	10.80	21.60	32.40	54.00

SPRINGDALE, KBRS

D	3.80	3.80	7.00	15.20	22.80	38.00
N	5.40	5.40	10.80	21.60	32.40	54.00

CALIFORNIA

BAKERSFIELD, KPMC

D	5.00	5.00	9.00	18.00	27.00	45.00
N	8.00	8.00	15.00	30.00	45.00	75.00

EUREKA, KHUM

D	6.00	6.00	8.80	14.70	23.00	35.00
N	9.00	9.00	13.00	22.00	31.50	52.50

FRESNO, KARM

D	9.50	11.00	16.90	30.00	45.00	75.00
N	20.00	22.50	34.00	60.00	90.00	150.00

LOS ANGELES, KECA

D	42.20	42.20	72.00	108.00	162.00	270.00
N	82.40	82.40	120.00	180.00	270.00	450.00

MODESTO, KMOD

	SB	1M	5M	15M	30M	1 Hr
D	8.00	8.00	10.00	20.00	30.00	50.00
N	9.00	9.00	16.00	32.00	48.00	80.00

SACRAMENTO, KFBK

D	18.00	18.00	25.00	48.00	72.00	120.00
N	35.00	35.00	50.00	96.00	144.00	240.00

SAN BERNARDINO, KITO

D	7.50	7.50	12.00	24.00	36.00	60.00
N	12.00	12.00	20.00	40.00	60.00	100.00

SAN DIEGO, KFMB

D	10.80	14.40	18.00	36.00	54.00	90.00
N	18.00	24.00	36.00	72.00	108.00	180.00

SAN FRANCISCO, KGO

D	40.50	40.50	72.00	108.00	162.00	270.00
N	67.50	67.50	120.00	180.00	270.00	450.00

SANTA BARBARA, KTMS

D	7.00	7.00	10.00	20.00	30.00	50.00
N	14.00	14.00	16.00	32.00	48.00	80.00

SANTA MARIA, KCOY

D	3.50	3.50	5.00	10.00	15.00	25.00
N	7.00	7.00	8.00	16.00	24.00	40.00

STOCKTON, KWG

D	5.00	5.00	8.00	16.00	24.00	40.00
N	10.00	10.00	16.00	32.00	48.00	80.00

COLORADO

DENVER, KVOD

D		12.00	20.00	35.00	60.00	100.00
N		24.00	40.00	70.00	120.00	200.00

PUEBLO, KGHF

D	6.00	6.00	10.80	21.60	32.40	54.00
N	10.00	10.00	18.00	36.00	54.00	90.00

CONNECTICUT

BRIDGEPORT, WNAB

D	6.00	8.00	10.00	20.00	30.00	50.00
N	9.00	12.00	16.00	32.00	48.00	80.00

HARTFORD, WTHT

D	9.00		12.00	24.00	36.00	60.00
N	14.00		24.00	48.00	72.00	120.00

NEW HAVEN, WELI

	SB	1M	5M	15M	30M	1 Hr
D	7.00	10.00	16.00	32.00	48.00	80.00
N	14.00	20.00	32.00	64.00	96.00	160.00

STAMFORD, WSTC

D	6.00	9.00	12.00	24.00	36.00	60.00
N	9.00	12.00	20.00	40.00	60.00	100.00

TORRINGTON, WTOR

D	5.00	7.50	10.00	20.00	30.00	50.00
N	7.50	10.00	16.00	32.00	48.00	80.00

WATERBURY, WATR

D	5.00	7.00	12.00	24.00	36.00	60.00
N	8.00	12.00	20.00	40.00	60.00	100.00

DELAWARE

WILMINGTON, WILM

D		6.25	12.50	25.00	37.50	62.50
N		12.50	25.00	50.00	75.00	125.00

DIST. OF COLUMBIA

WASHINGTON, WMAL

D	15.00	22.00	30.00	60.00	90.00	150.00
N	30.00	45.00	60.00	120.00	180.00	300.00

FLORIDA

DAYTONA BEACH, WMFJ

D		6.50	10.00	20.00	30.00	50.00
N		10.00	15.00	30.00	45.00	75.00

JACKSONVILLE, WPDQ

D	10.00	10.00	16.50	33.00	50.00	90.00
N	17.00	17.00	36.00	60.00	100.00	180.00

MIAMI, WQAM

D	14.50	14.50	22.00	44.00	66.00	110.00
N	24.00	24.00	40.00	80.00	120.00	200.00

ORLANDO, WHOO

D	7.50	7.50	11.70	22.75	39.00	65.00
N	10.00	10.00	18.00	35.00	60.00	100.00

PALM BEACH, WWPG

D	4.50	4.50	9.00	18.00	27.00	45.00
N	5.70	5.70	11.40	22.80	34.20	57.00

PANAMA CITY, WPCF

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.00	7.00	16.00	24.00	40.00
N	4.00	5.00	9.00	18.00	30.00	50.00

PENSACOLA, WBSR

D	6.00	6.00	10.00	20.00	30.00	50.00
N	8.00	8.00	14.00	28.00	42.00	70.00

ST. PETERSBURG, WSUN

D	4.50	7.50	12.50	25.00	42.00	70.00
N	8.00	10.75	17.50	37.50	72.00	120.00

TALLAHASSEE, WTNT

D	3.16	4.30	7.50	16.00	24.00	40.00
N	4.05	5.18	9.00	18.00	30.00	50.00

GEORGIA

ALBANY, WALB

D	3.50	3.50	6.00	12.00	18.00	30.00
N	4.50	4.50	11.00	22.00	36.00	60.00

ATLANTA, WGST

D	15.00	20.00	30.00	48.00	72.00	120.00
N	25.00	34.00	50.00	80.00	120.00	200.00

AUGUSTA, WGAC

D	7.50	7.50	15.00	30.00	45.00	75.00
N	10.00	10.00	20.00	40.00	60.00	100.00

CEDARTOWN, WGAA

D	2.00	3.50	5.00	12.00	18.00	30.00
N	2.00	3.50	5.00	12.00	18.00	30.00

COLUMBUS, WGBA

D	5.00	6.00	10.00	20.00	30.00	50.00
N	8.00	9.00	16.00	32.00	48.00	80.00

MACON, WBML

D	6.00	6.00	10.00	20.00	30.00	50.00
N	9.00	9.00	16.00	32.00	48.00	80.00

SAVANNAH, WDAR

D	4.50	6.80	10.00	18.00	30.00	55.00
N	6.00	8.50	15.00	27.00	45.00	75.00

WEST POINT, WRLD

D	4.00	4.00	8.00	16.00	24.00	40.00
N	4.00	4.00	8.00	16.00	24.00	40.00

IDAHO

BOISE, KGEM

D	4.00	5.20	8.00	16.00	24.00	40.00
N	6.50	8.00	14.00	28.00	42.00	70.00

BURLEY, KBIO

D	4.00	4.00	6.00	8.00	12.00	20.00
N	6.00	6.00	9.00	12.00	18.00	30.00

IDAHO FALLS, KIFI

D		5.20	8.00	16.00	24.00	40.00
N		8.00	14.00	28.00	42.00	70.00

POCATELLO, KEIO

D	5.20	5.20	8.00	16.00	24.00	40.00
N	8.00	8.00	14.00	28.00	42.00	70.00

TWIN FALLS, KLIX

D	4.50	5.00	7.20	12.60	21.60	36.00
N	6.50	7.00	8.55	15.00	25.65	42.75

ILLINOIS

BLOOMINGTON, WJBC

D	5.00	5.00	9.00	18.00	30.00	50.00
N	6.50	6.50	14.00	27.00	42.00	70.00

CHICAGO, WENR

D	54.00	90.00	144.00	216.00	324.00	540.00
N	90.00	150.00	240.00	360.00	540.00	900.00

CHICAGO, WLS

D	54.00	90.00	162.00	216.00	324.00	540.00
N	90.00	150.00	270.00	360.00	540.00	900.00

PEORIA, WIRL

D	9.00	9.00	12.50	25.00	42.00	70.00
N	14.00	14.00	25.00	50.00	84.00	140.00

QUINCY, WGEM

D	8.00	8.00	12.50	22.50	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

ROCKFORD, WROK

D	10.00	10.00	17.00	35.00	55.00	80.00
N	12.00	12.00	22.00	50.00	60.00	120.00

ROCK ISLAND, WHBF

D	10.00	12.00	18.00	36.00	54.00	90.00
N	15.00	18.00	36.00	72.00	108.00	180.00

SPRINGFIELD, WCVS

D	6.00	6.00	10.00	19.00	30.00	50.00
N	10.00	10.00	15.00	32.00	48.00	80.00

INDIANA

ANDERSON, WHBU

D	6.00	6.00	10.00	18.00	25.00	40.00
N	8.00	8.00	15.00	25.00	40.00	60.00

EVANSVILLE, WJPS

D	9.50	11.50	20.00	34.00	60.00	100.00
N	11.50	14.50	29.00	48.50	87.00	145.00

FORT WAYNE, WOWO

D	20.00	20.00	30.00	60.00	90.00	150.00
N	25.00	25.00	50.00	100.00	150.00	250.00

INDIANAPOLIS, WISH

	SB	1M	5M	15M	30M	1 Hr
D	10.00	12.00	22.00	42.00	70.00	120.00
N	16.00	18.00	35.00	75.00	125.00	200.00

SOUTH BEND, WHOT

D	7.00	7.00	15.00	25.00	40.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

IOWA

BURLINGTON, WBUR

D	5.00	6.00	9.00	20.80	30.00	50.00
N	6.00	8.00	16.00	26.40	48.00	80.00

DES MOINES, KRNT

D	12.00	18.00	24.00	40.00	60.00	100.00
N	16.00	24.00	30.00	50.00	100.00	200.00

DUBUQUE, WKBB

D	5.00	5.00	8.00	16.00	24.00	40.00
N	6.40	6.40	16.00	32.00	48.00	80.00

SHENANDOAH, KMA

D	10.00	15.00	19.20	32.00	55.00	90.00
N	15.00	20.00	33.00	55.00	105.00	175.00

WATERLOO, KXEL

D	12.50	12.50	26.00	52.00	78.00	130.00
N	25.00	25.00	52.00	104.00	156.00	260.00

KANSAS

COFFEYVILLE, KGGF

D	4.00	5.00	9.00	15.00	25.00	45.00
N	5.00	6.00	12.00	25.00	40.00	75.00

TOPEKA, WREN

	SB	1M	5M	15M	30M	1 Hr
D	9.60	9.60	15.60	34.66	62.40	104.00
N	12.00	12.00	19.50	43.30	78.00	130.00

WICHITA, KFBI

D	10.00	15.00	25.00	50.00	75.00	125.00
N	16.00	20.00	35.00	60.00	100.00	180.00

KENTUCKY

LEXINGTON, WLAP

D	10.00	10.00	20.00	30.00	50.00	80.00
N	15.00	15.00	25.00	45.00	70.00	120.00

LOUISVILLE, WINN

D		8.00	13.00	26.00	39.00	65.00
N		12.00	20.00	40.00	60.00	100.00

LOUISVILLE, WKLO

D	12.00	15.00	20.00	40.00	60.00	100.00
N	20.00	25.00	40.00	80.00	120.00	200.00

LOUISIANA

ALEXANDRIA, KALB

D	6.25	7.50	12.50	20.00	30.00	50.00
N	12.50	15.00	25.00	40.00	60.00	100.00

BATON ROUGE, WLCS

D	5.00	5.00	10.00	20.00	30.00	50.00
N	8.00	8.00	16.00	32.00	48.00	80.00

MONROE, KMLB

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

NEW ORLEANS, WDSU

	SB	1M	5M	15M	30M	1 Hr
D	14.00	14.00	18.00	36.00	54.00	90.00
N	22.00	22.00	36.00	72.00	108.00	180.00

SHREVEPORT, KRMD

D	7.50	8.75	12.50	20.00	30.00	50.00
N	15.00	17.50	25.00	40.00	60.00	100.00

MAINE

BANGOR, WABI

D	9.00	12.00	17.00	34.00	51.00	85.00
N	12.00	15.00	25.00	50.00	75.00	125.00

LEWISTON, WLAM

D	7.00	7.00	14.00	28.00	42.00	70.00
N	12.00	12.00	24.00	48.00	72.00	120.00

PORTLAND, WPOR

D	6.00	7.20	12.00	24.00	36.00	60.00
N	12.00	14.00	24.00	48.00	72.00	120.00

WATERVILLE, WTVL

D	3.00	5.00	8.10	14.40	21.60	36.00
N	5.00	7.00	13.50	24.00	36.00	60.00

MARYLAND

BALTIMORE, WFBR

D	25.00	28.00	40.00	80.00	120.00	200.00
N	42.00	50.00	75.00	150.00	225.00	375.00

CUMBERLAND, WDYK

D	4.75	5.50	10.80	21.50	36.00	60.00
N	5.50	8.00	16.00	32.00	54.00	90.00

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THE BRANHAM COMPANY

representing

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

RADIO

WABB	Mobile, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
WTPS	New Orleans, La.
KWKH	Shreveport, La.
WRBC	Jackson, Miss.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KAND	Corsicana, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

TELEVISION

KFMB-TV	San Diego, Calif.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KRLD-TV	Dallas, Texas

ABC NETWORK

SPOT RATE FINDER

(Continued from page 8)

HAGERSTOWN, WARK

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.00	12.00	24.00	36.00	60.00
N	7.00	8.00	16.00	34.40	48.00	80.00

MASSACHUSETTS

FALL RIVER, WSAR

D	8.00	8.00	16.00	32.00	48.00	80.00
N	12.00	12.00	32.00	64.00	96.00	160.00

LAWRENCE, WLAW

D	25.00	25.00	40.00	80.00	120.00	200.00
N	50.00	50.00	80.00	160.00	240.00	400.00

PITTSFIELD, WBEC

D	4.80	4.80	9.60	19.20	28.80	48.00
N	8.00	8.00	16.00	32.00	48.00	80.00

SPRINGFIELD, WSPR

D	7.50	10.00	15.00	30.00	45.00	80.00
N	15.00	20.00	30.00	60.00	90.00	160.00

WORCESTER, WORC

D	7.50	9.00	18.00	36.00	54.00	90.00
N	15.00	18.00	36.00	72.00	108.00	180.00

MICHIGAN

ANN ARBOR, WHRV

D	6.40	8.00	14.40	28.80	38.40	48.00
N	8.00	10.00	18.00	36.00	48.00	60.00

BATTLE CREEK, WELL

D	6.50	6.50	15.00	30.00	45.00	75.00
N	8.00	8.00	18.00	36.00	54.00	90.00

DETROIT, WXYZ

D	49.50	49.50	79.20	158.20	237.50	396.00
N	82.50	82.50	132.00	264.00	396.00	660.00

FLINT, WFDF

D	15.00	15.00	25.00	45.00	75.00	110.00
N	22.00	22.00	45.00	75.00	110.00	180.00

GRAND RAPIDS, WLAV

D	8.00	8.00	16.00	36.00	48.00	80.00
N	12.00	12.00	24.00	48.00	72.00	120.00

IRON MOUNTAIN, WMIQ

D	6.00	6.00	10.00	16.00	24.00	40.00
N	8.00	8.00	14.00	24.00	36.00	60.00

JACKSON, WIBM

D	7.50	7.50	12.00	22.50	37.50	75.00
N	7.50	7.50	12.00	22.50	37.50	75.00

KALAMAZOO, WGFG

D	6.00	6.00	17.50	28.00	42.00	70.00
N	10.00	10.00	25.00	40.00	60.00	100.00

LANSING, WJIM

D	5.00	5.00	12.00	24.00	36.00	60.00
N	8.00	8.00	18.00	36.00	54.00	90.00

LUDINGTON, WKLA

D	2.00	2.00	4.00	8.00	12.00	20.00
N	4.00	4.00	8.00	16.00	24.00	40.00

MUSKEGON, WKBZ

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

PORT HURON, WTTH

D	6.00	6.00	12.00	24.00	36.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

SAULT STE. MARIE, WSOO

D	6.00	6.00	10.00	16.00	24.00	40.00
N	8.00	8.00	14.00	24.00	36.00	60.00

MINNESOTA

ALBERT LEA, KATE

D	6.00	7.00	12.00	24.00	36.00	60.00
N	7.00	8.00	16.00	32.00	48.00	80.00

EVELETH, WEVE

D		3.15	5.20	10.40	19.50	36.40
N		5.20	10.40	19.50	36.40	65.00

MINNEAPOLIS, WTCN

D	15.00	22.50	30.00	60.00	90.00	150.00
N	30.00	45.00	60.00	120.00	180.00	300.00

ROCHESTER, KLER

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

WILLMAR, KWLM

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

Note: All rates one-time. For complete explanation see Foreword.

WINONA, KWNO

	SB	1M	5M	15M	30M	1 Hr
D	4.20	6.00	10.20	20.40	30.60	51.00
N	6.00	8.00	17.00	34.00	51.00	85.00

MISSISSIPPI

GULFPORT, WGCM

D	3.50	3.50	7.00	14.00	21.00	35.00
N	6.00	6.00	12.00	24.00	36.00	60.00

HATTIESBURG, WHSY

D	4.25		8.75	15.00	24.00	40.00
N	7.50		12.00	20.00	36.00	60.00

JACKSON, WSLI

D	10.00	12.00	15.00	24.00	36.00	60.00
N	12.00	15.00	25.00	40.00	60.00	100.00

MERIDIAN, WTOK

D	3.50	3.50	7.50	12.75	21.00	40.00
N	5.00	5.00	10.00	21.00	36.00	60.00

MISSOURI

COLUMBIA, KFRU

D	2.50	3.50	8.00	16.00	24.00	40.00
N	3.50	5.00	12.00	24.00	36.00	60.00

KANSAS CITY, KCMO

D	39.00	60.00	64.80	108.00	180.00	300.00
N	52.00	80.00	86.40	144.00	240.00	400.00

SPRINGFIELD, KWTO

D	15.00	15.00	25.00	37.50	70.00	120.00
N	18.00	18.00	35.00	50.00	90.00	150.00

ST. LOUIS, KXOK

D	24.00	36.00	56.00	80.00	120.00	200.00
N	45.00	70.00	98.00	140.00	225.00	400.00

MONTANA

BUTTE, KOPR

D	7.18	7.18	11.05	22.10	33.15	55.25
N	11.05	11.05	17.00	34.00	51.00	85.00

GREAT FALLS, KMON

D	8.45	8.45	13.00	26.00	39.00	65.00
N	13.00	13.00	20.00	40.00	60.00	100.00

NEBRASKA

GRAND ISLAND, KMMJ

D	10.00	10.00	20.00	40.00	60.00	100.00
N	10.00	10.00	20.00	40.00	60.00	100.00

LINCOLN, KFOR

D	7.25	7.25	10.50	15.75	32.50	65.00
N	12.50	12.50	20.00	31.25	62.50	125.00

OMAHA, KOIL

D	12.50	12.50	21.88	31.25	62.50	125.00
N	21.00	21.00	36.75	52.50	105.00	210.00

NEVADA

LAS VEGAS, KENO

D	4.00	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	24.00	36.00	60.00

RENO, KWRN

D	3.00	3.00	6.00	12.00	18.00	30.00
N	5.00	5.00	10.00	20.00	30.00	50.00

NEW HAMPSHIRE

MANCHESTER, WMUR

D	6.00	6.00	10.00	20.00	30.00	50.00
N	12.00	12.00	20.00	40.00	60.00	100.00

NEW JERSEY

ATLANTIC CITY, WFPG

D	3.50	4.50	9.00	18.00	30.00	50.00
N	5.50	7.50	15.00	30.00	48.00	80.00

NEW MEXICO

ALBUQUERQUE, KOAT

D	5.00	8.50	12.50	20.00	30.00	50.00
N	8.00	12.00	20.00	32.00	48.00	80.00

ROSWELL, KSWS

D	3.00	3.75	5.25	9.50	18.75	37.50
N	4.50	5.25	8.25	15.00	30.00	52.50

SANTA FE, KTRC

D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.75	11.25	18.00	27.00	45.00

NEW YORK

ALBANY, WXKW

D	14.00	18.00	27.00	54.00	81.00	135.00
N	24.00	30.00	45.00	90.00	135.00	225.00

BUFFALO, WKBW

	SB	1M	5M	15M	30M	1 Hr
D	18.00	32.50	36.00	72.00	103.00	180.00
N	37.00	58.00	72.00	144.00	216.00	360.00

ELMIRA, WELM

D	7.00	7.00	12.00	24.00	36.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

ENDICOTT, WENE

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

GLENS FALLS, WWSC

D	7.00	8.75	10.00	21.25	37.50	62.50
N	8.00	10.00	12.00	26.25	45.00	75.00

JAMESTOWN, WJTN

D	5.00	7.00	12.00	24.00	36.00	60.00
N	7.00	9.00	18.00	36.00	54.00	90.00

MASSENA, WMSA

D	2.00	4.00	7.00	14.00	24.00	40.00
N	2.50	5.00	10.00	20.00	30.00	50.00

NEW YORK CITY, WJZ

D	108.00	108.00	144.00	288.00	432.00	720.00
N	200.00	200.00	240.00	480.00	720.00	1,200.00

OLEAN, WHDL

D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.00	6.00	12.00	24.00	36.00	60.00

PLATTSBURG, WEAV

D		5.00	10.00	20.00	30.00	50.00
N		8.00	15.00	30.00	45.00	75.00

POUGHKEEPSIE, WKIP

D	4.00	5.00	10.00	20.00	30.00	50.00
N	6.00	7.00	14.00	28.00	42.00	70.00

ROCHESTER, WARC

D	17.00	20.00	30.00	60.00	90.00	150.00
N	30.00	35.00	46.00	92.00	138.00	230.00

SARANAC LAKE, WNBZ

D	4.00	5.00	10.00	20.00	30.00	50.00
N	6.00	8.00	15.00	30.00	45.00	75.00

SYRACUSE, WAGE

D	7.50	10.00	20.00	35.00	60.00	120.00
N	13.00	18.00	35.00	70.00	120.00	240.00

UTICA, WRUN

D	15.00	15.00	25.00	40.00	60.00	100.00
N	20.00	20.00	35.00	60.00	90.00	150.00

NORTH CAROLINA

ASHVILLE, WLOS

D	7.00	7.00	12.00	22.00	36.00	60.00
N	10.00	10.00	18.00	40.00	60.00	100.00

CHARLOTTE, WAYS

D	14.40	14.40	21.60	43.20	64.80	108.00
N	14.40	14.40	36.00	72.00	108.00	180.00

CLINTON, WRRZ

D	6.00	6.00	12.00	24.00	36.00	60.00

DURHAM, WDUK

D	7.00	7.00		18.00	30.00	45.00
N	10.00	10.00		30.00	45.00	75.00

FAYETTEVILLE, WFLB

D	3.00	4.00	7.00	15.00	24.00	36.00
N	4.50	5.50	8.00	16.00	30.00	54.00

GASTONIA, WGNC

D	3.50	3.50	5.50	15.00	25.00	45.00
N	4.00	4.00	6.50	20.00	30.00	50.00

GOLDSBORO, WGBR

D	5.00	5.00	11.00	22.00	33.00	55.00
N	5.00	5.00	11.00	22.00	33.00	55.00

GREENSBORO, WCOG

D		7.00	14.00	28.00	42.00	70.00
N		10.00	20.00	40.00	60.00	100.00

HICKORY, WHKY

D	5.00	6.80	13.40	26.80	40.20	67.00
N	5.00	6.80	13.40	26.80	40.20	67.00

HIGH POINT, WMFR

D	4.00	4.00	12.00	24.00	36.00	60.00
N	4.00	4.00	12.00	24.00	36.00	60.00

KINSTON, WFTC

D	5.00	5.00	10.00	20.00	30.00	50.00
N	5.00	5.00	10.00	20.00	30.00	50.00

RALEIGH, WNAO

D	8.75	8.75	14.00	28.00	42.00	70.00
N	12.50	12.50	20.00	40.00	60.00	100.00

ROCKY MOUNT, WEED

D	3.00	4.00	10.00	20.00	32.00	54.00
N	3.00	4.00	10.00	20.00	32.00	54.00

WASHINGTON, WRRF

D	8.00	8.00	15.00	30.00	45.00	75.00
N	8.00	8.00	15.00	30.00	45.00	75.00

WILMINGTON, WMFD

D	6.00	6.00	14.00	28.00	35.00	63.00
N	9.10	9.10	16.80	33.60	42.00	70.00

WINSTON-SALEM, WAIR

D	6.00	6.00	10.00	20.00	40.00	70.00
N	8.00	8.00	15.00	30.00	45.00	80.00

NORTH DAKOTA

FARGO, KFGO

	SB	1M	5M	15M	30M	1 Hr
D	7.50	7.50	15.00	30.00	45.00	75.00
N	15.00	15.00	30.00	60.00	90.00	150.00

OHIO

AKRON, WAKR

D	15.00	15.00	27.50	48.00	72.00	120.00
N	22.50	22.50	45.00	88.00	132.00	220.00

CANTON, WHBC

D	7.50	7.50	15.00	30.00	45.00	75.00
N	15.00	15.00	30.00	60.00	90.00	150.00

CHILLICOTHE, WBEX

D	6.00	6.00	12.00	24.00	36.00	60.00
N	6.00	6.00	12.00	24.00	36.00	60.00

CINCINNATI, WSAI

D	20.00	23.80	30.00	60.00	90.00	150.00
N	30.00	35.50	60.00	120.00	180.00	300.00

CLEVELAND, WJW

D	33.75	33.75	54.00	108.00	162.00	270.00
N	45.00	45.00	72.00	144.00	216.00	360.00

COLUMBUS, WCOL

D	12.60	12.60	18.90	29.40	50.40	84.00
N	21.00	21.00	31.50	49.00	84.00	140.00

DAYTON, WING

D			20.00	60.00	80.00	150.00
N			25.00	75.00	120.00	200.00

LIMA, WIMA

D	7.50	7.50	15.00	30.00	45.00	75.00
N	10.00	10.00	20.00	40.00	60.00	100.00

MANSFIELD, WMAN

D	5.75	5.75	9.75	19.50	29.25	48.75
N	7.75	7.75	13.00	26.00	39.00	65.00

MARION, WMRN

D	6.00	6.00	12.00	24.00	36.00	60.00
N	6.00	6.00	12.00	24.00	36.00	60.00

SPRINGFIELD, WIZE

D	10.00			30.00	40.00	75.00
N	10.00			37.50	60.00	100.00

TOLEDO, WTOL

D	7.50	7.50	15.00	29.00	43.00	72.00
N	15.00	15.00	24.00	48.00	72.00	120.00

YOUNGSTOWN, WFMJ

D	12.00	12.00	16.00	32.00	48.00	80.00
N	16.00	16.00	32.00	64.00	96.00	160.00

OKLAHOMA

ADA, KADA

D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

ARDMORE, KUSO

D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

ENID, KCRC

D	6.00	6.00	12.50	20.00	30.00	50.00
N	9.00	9.00	18.75	30.00	45.00	75.00

LAWTON, KSWO

D	6.00	6.00	10.00	16.00	24.00	40.00
N	9.00	9.00	15.00	24.00	36.00	60.00

McALESTER, KTMC

D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

MUSKOGEE, KBIX

D	4.00	6.00	10.00	16.00	24.00	40.00
N	4.00	6.00	10.00	16.00	24.00	40.00

OKLAHOMA CITY, KTOK

D	9.00	9.00	15.00	24.00	36.00	60.00
N	12.00	12.00	20.00	32.00	48.00	80.00

SHAWNEE, KGFF

D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

TULSA, KRMG

D	14.00	14.00	25.00	45.00	70.00	130.00
N	28.00	28.00	50.00	90.00	140.00	260.00

OREGON

EUGENE, KUGN

D	5.00	5.00	8.50	14.00	21.00	35.00
N	7.00	7.00	12.00	20.00	30.00	50.00

KLAMATH FALLS, KFLW

D	5.00	6.00	10.00	15.00	25.00	35.00
N	5.70	6.85	11.75	17.50	30.00	40.00

MEDFORD, WYJC

D	5.00	5.00	7.20	14.40	21.60	36.00
N	6.00	6.00	12.00	24.00	36.00	60.00

(Continued on page 12)

BOB GARRED NEWS

Busiest newsman on the Pacific Coast!

Busy, popular Bob Garred is the *only* Pacific Coast newscaster with all the major news services at his command on the 10 PM newscast. With listening to news shows increasing in these unsettled times, this 10 PM spot is a valuable franchise!

Monday thru Friday 10:00—10:15 PM

KECA - HOLLYWOOD

MUSICAL TINTYPES

Wonderful guy—wonderful show!

Smiling, neighborly Bill Edwards has one of the most popular and pleasant local shows in San Francisco. Nostalgia is the lure of this special kind of record show. Popular with the young set . . . it is sensational with those who remember. A spot on this program will bring you happy memories tomorrow.

Wednesday 9:30—10:30 PM

KGO - SAN FRANCISCO

TAKE-IT-EASY TIME

"Broke" is back!

Friendly, relaxed Norman Brokenshire has the easiest-to-listen-to program on the air. Homespun, philosophical observations on life—interspersed with music everyone knows and loves. "Broke's" familiar selling voice can make friends for *your* product. It's the hottest spot buy in New York!

Monday thru Friday 4:00—4:45 PM

WJZ - NEW YORK

5 *great shows of tomorrow...* **TODAY!**

LADY OF CHARM

Monday thru Friday 1:30—2:00 PM

One of Detroit's most successful daytime shows—conducted by the city's "Lady of Charm," Edythe Fern Melrose. Timely information on latest fashions, new grooming aids.

CHARM KITCHEN

Monday thru Friday 2:00—2:25 PM

Running mate to "Lady of Charm" and running just as high in popularity on Detroit's daytime shows. Culinary tips and well-planned menus . . . with actual preparation of delicious and practical dishes. Put one or both of these shows to work for you in the prosperous Detroit market.

WXYZ - DETROIT

CONVERSATION WITH CASEY

Of talking pigeons and such!

A talking pigeon? Of course! And he speaks very fluently, too . . . with another pigeon of a different sort, Tom Casey. That is when Tom isn't talking to himself or playing some wonderfully reminiscent records. Disc jockeys are noted for their hard selling . . . even without a pigeon to help out. Here's a natural for you in a naturally responsive market.

Monday thru Friday 10:30—10:45 PM

WENR - CHICAGO

ABC SPOT SALES

American Broadcasting Company

NEW YORK · CHICAGO · SAN FRANCISCO · LOS ANGELES · DETROIT

ABC NETWORK

SPOT RATE FINDER

(Continued from page 10)

PORTLAND, KEX

	SB	1M	5M	15M	30M	1 Hr
D	20.00	25.00		40.00	67.00	112.00
N	40.00	50.00		80.00	135.00	225.00

PENNSYLVANIA

ALLENTOWN, WAEB

D	10.00	10.00	20.00	40.00	60.00	100.00
N	15.00	15.00	30.00	60.00	90.00	150.00

ALTOONA, WRTA

D	6.00	6.00	20.00	30.00	45.00	75.00
N	9.00	9.00	25.00	40.00	65.00	100.00

ERIE, WIKK

D	8.00	8.00	16.00	32.00	48.00	80.00
N	14.00	14.00	28.00	56.00	84.00	140.00

HARRISBURG, WHGB

D	7.50	7.50	17.00	34.00	51.00	85.00
N	9.50	9.50	25.00	50.00	75.00	125.00

JOHNSTOWN, WCRO

D	6.00	6.00	20.00	30.00	45.00	75.00
N	9.00	9.00	25.00	40.00	65.00	100.00

LANCASTER, WLAN

D	7.00	8.00	20.00	40.00	60.00	90.00
N	12.00	12.00	30.00	50.00	80.00	130.00

PHILADELPHIA, WFIL

D	35.00	38.00	52.50	105.00	165.00	300.00
N	35.00	38.00	52.50	105.00	165.00	300.00

PITTSBURGH, WCAE

D	19.00	27.50	47.50	95.00	150.00	237.50
N	38.00	55.00	95.00	190.00	300.00	475.00

READING, WEEU

D	8.00	8.00	20.00	40.00	60.00	100.00
N	12.00	12.00	30.00	60.00	90.00	150.00

SCRANTON, WARM

D	7.20	7.20	12.00	24.00	36.00	60.00
N	12.00	12.00	24.00	48.00	72.00	120.00

SUNBURY, WKOK

D	4.50	4.50	10.00	13.00	22.50	40.00
N	6.00	6.00	12.00	20.00	35.00	60.00

WILKES-BARRE, WILK

D	7.00	7.00	12.50	25.00	38.00	63.00
N	9.00	9.00	18.00	36.00	54.00	90.00

YORK, WSBA

D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

RHODE ISLAND

PROVIDENCE, WFCI

D	10.00	10.00	20.00	40.00	60.00	100.00
N	20.00	20.00	40.00	80.00	120.00	200.00

SOUTH CAROLINA

CHARLESTON, WHAN

D	4.00	4.00	8.00	16.00	24.00	40.00
N	8.00	8.00	16.00	32.00	48.00	80.00

COLUMBIA, WCOS

D	5.00	5.00	12.50	20.00	36.00	60.00
N	7.00	7.00	16.00	32.00	48.00	80.00

FLORENCE, WJMX

D	5.00	7.50	15.00	28.00	45.00	75.00
N	7.50	10.00	20.00	40.00	60.00	100.00

GREENVILLE, WMRC

D	7.00	7.00	10.00	20.00	30.00	50.00
N	10.00	10.00	20.00	40.00	60.00	100.00

SPARTANBURG, WORD

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.00	7.00	17.50	28.00	42.00	70.00

Note: All rates one-time. For complete explanation see Foreword.

SOUTH DAKOTA

YANKTON, WNAX

	SB	1M	5M	15M	30M	1 Hr
D	14.00	21.00	26.00	52.00	78.00	130.00
N	18.00	27.00	37.50	75.00	140.00	275.00

TENNESSEE

CHATTANOOGA, WDEF

D	7.50	10.00	12.50	28.00	42.00	70.00
N	12.50	14.00	25.00	56.00	84.00	140.00

JACKSON, WTJS

D	4.00	5.00	8.00	16.00	24.00	40.00
N	6.00	7.00	16.00	32.00	48.00	80.00

JOHNSON CITY, WJHL

D	10.00	10.00	15.00	25.00	50.00	100.00
N	12.00	12.00	20.00	30.00	60.00	120.00

KNOXVILLE, WBIR

D		7.00	10.00	24.00	36.00	60.00
N		9.00	15.00	30.00	60.00	120.00

MEMPHIS, WMPS

D	23.00	28.00	34.00	68.00	102.00	170.00
N	33.00	38.00	48.00	96.00	144.00	240.00

NASHVILLE, WSIX

D	10.00	12.00	24.00	48.00	72.00	120.00
N	17.00	20.00	40.00	80.00	120.00	200.00

TEXAS

ABILENE, KRBC

D	10.00	10.00	14.00	28.00	42.00	70.00
N	10.00	10.00	14.00	28.00	42.00	70.00

AMARILLO, KFDA

D	10.00	10.00	18.00	28.00	45.00	75.00
N	15.00	15.00	22.00	40.00	70.00	120.00

AUSTIN, KNOW

D	5.25	6.00	12.00	20.00	30.00	40.00
N	9.00	10.50	20.00	32.00	48.00	80.00

BEAUMONT, KFDM

D	8.00	10.00	18.75	28.00	42.00	70.00
N	15.00	18.00	37.50	56.00	84.00	140.00

BIG SPRING, KBST

D	5.00	5.00	9.00	18.00	27.00	45.00
N	5.00	5.00	9.00	18.00	27.00	45.00

BROWNSVILLE, KVAL

D	5.00	6.25	10.00	20.00	30.00	50.00
N	10.00	12.50	20.00	40.00	60.00	100.00

CORPUS CHRISTI, KSIX

D	7.00	7.00	10.00	18.00	30.00	50.00
N	10.00	10.00	18.00	30.00	48.00	80.00

DALLAS, WFAA

D	13.50	18.00	25.00	48.00	72.00	120.00
N	27.00	36.00	50.00	96.00	144.00	240.00

EL PASO, KEPO

D	6.00	6.00	10.80	21.60	32.00	54.00
N	9.00	9.00	18.00	36.00	54.00	90.00

FORT WORTH, WBAP

D	27.50	36.00	60.00	96.00	144.00	240.00
N	55.00	72.00	120.00	192.00	288.00	480.00

HOUSTON, KXYZ

D	14.00	17.50	28.00	48.00	84.00	140.00
N	28.00	35.00	56.00	96.00	168.00	280.00

LONGVIEW, KFRO

D	6.00	7.20	12.00	24.00	36.00	60.00
N	12.00	14.50	24.00	48.00	72.00	120.00

LUBBOCK, KFYO

D	5.62	7.50	11.25	18.00	27.00	45.00
N	11.25	15.00	22.50	36.00	54.00	90.00

McALLEN, KRIO

D	5.00	6.00	12.00	24.00	36.00	60.00
N	6.00	10.00	20.00	32.00	48.00	80.00

MIDLAND, KCRS

D	10.00	10.00	16.00	28.00	48.00	70.00
N	10.00	10.00	16.00	28.00	48.00	70.00

PARIS, KPLT

D		5.00	9.00	18.00	27.00	45.00
N		5.00	9.00	18.00	27.00	45.00

SAN ANGELO, KGKL

D	10.00	10.00	14.00	28.00	42.00	70.00
N	10.00	10.00	14.00	28.00	42.00	70.00

SAN ANTONIO, KABC

	SB	1M	5M	15M	30M	1 Hr
D	21.42	25.20	35.00	53.20	97.80	133.00
N	36.41	42.84	70.00	112.00	168.00	280.00

TEXARKANA, KCMC

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

WACO, WACO

D	6.00	7.00	10.00	18.00	30.00	50.00
N	9.00	10.00	15.00	35.00	60.00	100.00

WICHITA FALLS, KFDX

D	8.00	8.00	12.00	24.00	36.00	60.00
N	13.00	13.00	20.00	40.00	60.00	100.00

UTAH

SALT LAKE CITY, KUTA

D		13.00	23.00	39.00	65.00	95.00
N		23.00	32.00	55.00	85.00	150.00

VERMONT

BURLINGTON, WJOY

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.50	7.50	12.00	30.00	45.00	75.00

VIRGINIA

CHARLOTTESVILLE, WCHV

D	4.00	5.00	8.00	16.00	24.00	40.00
N	5.00	7.00	10.00	20.00	30.00	50.00

COVINGTON, WKEY

D	4.00	5.00	7.00	15.00	20.00	30.00
N	5.50	6.00	8.00	18.00	24.00	45.00

DANVILLE, WBTM

D	6.00	7.00	12.00	24.00	36.00	60.00
N	10.00	12.50	20.00	40.00	60.00	100.00

FREDERICKSBURG, WFVA

D	4.00	5.00	10.00	17.50	22.50	40.00
N	4.00	5.00	10.00	17.50	22.50	40.00

LYNCHBURG, WLVA

D	7.50	7.50	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

NEWPORT NEWS, WGH

D	8.00	12.00	16.00	32.00	48.00	80.00
N	16.00	24.00	32.00	64.00	96.00	160.00

RICHMOND, WRNL

D	8.00	14.00	19.00	38.00	57.00	96.00
N	14.00	24.00	32.00	64.00	96.00	160.00

ROANOKE, WSLS

D	7.75	8.50	14.00	28.00	42.00	70.00
N	10.00	12.00	24.00	48.00	72.00	120.00

SOUTH BOSTON, WHLF

D		3.50	7.25	14.50	20.50	35.00
N		3.50	7.25	14.50	20.50	35.00

STAUNTON, WTON

D	2.52	3.15	6.30	12.60	18.90	31.50
N	3.60	4.50	9.00	18.00	27.00	45.00

SUFFOLK, WLPM

D	4.00	6.00	8.00	12.50	25.00	50.00
N	4.00	6.00	8.00	12.50	25.00	50.00

WINCHESTER, WINC

D	3.50	3.50	10.00	17.00	22.50	30.00
N	3.50	3.50	10.00	17.00	22.50	30.00

WASHINGTON

BELLINGHAM, KVOS

D	8.00	8.00	12.50	20.00	30.00	50.00
N	10.00	10.00	15.00	25.00	40.00	60.00

PASCO, KPKW

D	3.50	4.50	9.75	16.10	28.50	47.50
N	3.50	4.50	9.75	16.10	28.50	47.50

SEATTLE, KJR

D	18.00	25.00	35.00	56.00	84.00	140.00
N	35.00	60.00	70.00	112.00	168.00	280.00

SPOKANE, KGA

	SB	1M	5M	15M	30M	1 Hr
D	12.50	17.50	25.00	48.00	72.00	120.00
N	25.00	35.00	50.00	96.00	144.00	240.00

WALLA WALLA, KWWB

D	5.00		7.20	14.40	21.60	36.00
N	6.00		12.00	24.00	36.00	60.00

WENATCHEE, KPQ

D	8.00	8.00	12.50	20.00	30.00	50.00
N	10.00	10.00	15.00	25.00	40.00	60.00

YAKIMA, KIT

D	9.00	9.00	12.00	19.20	28.80	48.00
N	12.00	12.00	20.00	32.00	48.00	80.00

WEST VIRGINIA

CHARLESTON, WKNA

D	9.00	9.75	15.00	30.00	45.00	75.00
N	12.00	13.00	25.00	50.00	75.00	125.00

HUNTINGTON, WSAZ

D	8.00	10.00	18.98	34.50	51.75	86.25
N	12.50	14.50	31.63	57.50	82.80	143.75

PARKERSBURG, WCOM

D	5.00	6.00	10.00	20.00	30.00	45.00
N	7.00	8.00	15.00	30.00	45.00	75.00

WHEELING, WKWK

D	8.00	10.00	15.00	24.00	36.00	60.00
N	10.00	12.50	24.00	40.00	60.00	100.00

WISCONSIN

EAU CLAIRE, WBIZ

D	2.00	2.80	5.35	9.65	19.25	33.00
N	4.25	4.25	8.25	17.50	30.00	60.00

GREEN BAY, WDUZ

D	6.00	8.00	10.00	20.00	30.00	50.00
N	9.00	12.00	16.00	32.00	48.00	80.00

LA CROSSE, WLCX

D	4.95	6.60	8.50	17.00	25.50	42.50
N	8.00	10.00	17.00	34.00	51.00	85.00

MADISON, WISC

D	4.75	4.75	8.00	17.25	30.00	50.00
N	8.50	8.50	15.00	32.50	60.00	100.00

MILWAUKEE, WMAW

D	15.00	15.00	30.00	45.00	70.00	100.00
N	30.00	30.00	50.00	80.00	120.00	200.00

OSHKOSH, WOSH

D	6.00	6.00	13.00	22.00	35.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

RACINE, WRJN

D	10.00	13.00	20.00	37.00	55.00	92.00
N	10.00	13.00	20.00	37.00	55.00	92.00

SHEBOYGAN, WHBL

D	6.00	6.00	16.00	24.00	36.00	60.00
N	10.00	10.00	24.00	36.00	54.00	90.00

SUPERIOR, WDSM

D		6.00	10.00	20.00	30.00	50.00
N		10.00	20.00	40.00	60.00	100.00

WYOMING

CASPER, KVOC

D	3.50	3.50	6.80	11.00	18.00	30.00
N	5.00	5.00	11.00	18.00	30.00	50.00

CHEYENNE, KFBC

D	4.00	4.00	7.50	15.00	26.25	45.00
N	6.00	6.00	12.50	18.75	35.00	60.00

RAWLINS, KRAL

D	2.75	2.75	6.00	12.00	18.00	30.00
N	4.00	4.00	8.00	16.00	24.00	40.00

HAWAII

HONOLULU, KULA

D	10.00	12.50	15.00	30.00	45.00	100.00
N	20.00	25.00	30.00	60.00	90.00	200.00

CBS NETWORK

SPOT RATE FINDER

ALABAMA

BIRMINGHAM, WAPI

	SB	1M	5M	15M	30M	1 Hr
D	14.00	16.00	20.00	40.00	60.00	100.00
N	28.00	32.00	40.00	80.00	120.00	200.00

MOBILE, WKRG

D	9.00	9.00	12.00	20.00	36.00	60.00
N	12.00	12.00	20.00	40.00	60.00	100.00

MONTGOMERY, WCOV

D	5.00	5.00	10.00	20.00	30.00	50.00
N	8.00	8.00	16.00	32.00	48.00	80.00

SELMA, WGWC

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

ARIZONA

COOLIDGE, KCKY

D	4.00	4.00	6.00	12.00	18.00	30.00
N	8.00	8.00	12.00	24.00	36.00	60.00

PHOENIX, KOOL

D	10.50	10.50	14.00	28.00	42.00	70.00
N	21.00	21.00	28.00	56.00	84.00	140.00

TUCSON, KOPO

D	6.00	9.00	10.00	14.00	21.00	35.00
N	12.00	18.00	20.00	28.00	42.00	70.00

ARKANSAS

LITTLE ROCK, KLRA

D	8.00	11.00	15.00	26.00	39.00	65.00
N	13.00	16.00	28.00	52.00	78.00	130.00

CALIFORNIA

BAKERSFIELD, KERN

D	6.00	6.00	10.00	20.00	30.00	50.00
N	12.00	12.00	20.00	40.00	60.00	100.00

CHICO, KXOC

D	6.00	6.00	8.00	16.00	24.00	40.00
N	12.00	12.00	16.00	32.00	48.00	80.00

FRESNO, KFRE

D	15.00	16.50	27.50	44.00	66.00	110.00
N	30.00	33.00	55.00	88.00	132.00	220.00

LOS ANGELES, KNX

D	80.00	100.00	86.67	173.33	260.00	433.33
N	120.00	150.00		260.00	390.00	650.00

PALM SPRINGS, KCMJ

D	4.20	4.20	6.00	12.00	18.00	30.00
N	7.00	7.00	10.00	20.00	30.00	50.00

SACRAMENTO, KROY

D	9.00	9.00	12.50	22.00	33.00	55.00
N	16.50	16.50	25.00	44.00	66.00	110.00

SAN DIEGO, KCBQ

D	13.20	13.20	20.00	35.20	52.80	88.00
N	26.25	26.25	40.00	70.00	105.00	175.00

SAN FRANCISCO, KCBS

D	28.00	35.00	37.50	70.00	105.00	175.00
N	56.00	70.00		140.00	210.00	350.00

STOCKTON, KGDM

D	9.00	9.00	18.00	30.00	45.00	75.00
N	15.00	15.00	25.00	48.00	72.00	120.00

COLORADO

COLORADO SPRINGS, KVOR

D	5.00	5.00	10.00	20.00	30.00	50.00
N	8.00	8.00	18.00	36.00	54.00	90.00

DENVER, KLZ

D	18.00	18.00	30.00	55.00	83.00	138.00
N	36.00	36.00	60.00	110.00	165.00	275.00

CONNECTICUT

HARTFORD, WDRC

D	12.50	17.50	21.00	42.00	63.00	105.00
N	25.00	35.00	42.00	84.00	126.00	210.00

WATERBURY, WBRY

D	6.00	6.00	10.00	20.00	30.00	50.00
N	12.00	12.00	20.00	40.00	60.00	100.00

Note: All rates one-time. For complete explanation see Foreword.

DISTRICT OF COLUMBIA

WASHINGTON, WTOP

	SB	1M	5M	15M	30M	1 Hr
D	30.00	40.00	37.50	75.00	112.00	187.50
N	60.00			150.00	225.00	375.00

FLORIDA

FORT MYERS, WINK

D	4.75	5.50	10.00	15.00	30.00	50.00
N	5.75	6.50	12.00	18.00	36.00	60.00

JACKSONVILLE, WMBR

D	10.00	10.00	18.00	36.00	54.00	90.00
N	20.00	20.00	36.00	72.00	108.00	180.00

MIAMI, WGBS

D	20.00	20.00	30.00	60.00	90.00	150.00
N	30.00	30.00	50.00	100.00	150.00	250.00

ORLANDO, WDBO

D	8.50	8.50	13.75	27.50	44.00	71.50
N	12.00	12.00	19.25	38.50	66.00	110.00

ST. AUGUSTINE, WFOY

D	4.50	4.50	7.00	15.00	22.00	36.00
N	9.00	9.00	11.00	22.00	33.00	54.00

SARASOTA, WSPB

D	3.75	3.75	10.00	20.00	30.00	50.00
N	5.00	5.00	12.00	24.00	36.00	60.00

TALLAHASSEE, WTAL

D	7.00	7.00	12.00	24.00	36.00	60.00
N	10.00	10.00	18.00	36.00	54.00	90.00

TAMPA, WDAE

D	12.00	12.00	20.00	32.00	50.00	80.00
N	16.00	16.00	30.00	60.00	90.00	160.00

WEST PALM BEACH, WJNO

D	6.00	6.00	10.00	20.00	30.00	50.00
N	12.00	12.00	20.00	40.00	60.00	100.00

GEORGIA

ALBANY, WGPC

D	2.50	3.50	6.00	12.00	18.00	30.00
N	4.00	5.00	12.00	24.00	36.00	60.00

ATHENS, WGAU

D	3.00	3.00	6.00	12.00	18.00	30.00
N	5.00	5.00	10.00	20.00	30.00	50.00

ATLANTA, WAGA

D	21.00	24.00	48.50	78.00	117.00	195.00
N	34.00	40.00	54.00	90.00	156.00	260.00

AUGUSTA, WRDW

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

COLUMBUS, WRBL

D	6.00	7.50	12.00	24.00	36.00	60.00
N	10.00	12.50	20.00	40.00	60.00	100.00

MACON, WMAZ

D	9.50	11.00	25.00	40.00	60.00	100.00
N	14.00	16.00	37.50	60.00	90.00	150.00

SAVANNAH, WTOC

D	9.50	12.50	21.50	37.50	56.00	94.00
N	14.50	19.00	32.00	56.00	84.00	140.00

IDAHO

BOISE, KDSH

D	5.00	6.50	10.00	20.00	30.00	50.00
N	10.00	12.50	20.00	40.00	60.00	100.00

ILLINOIS

CHAMPAIGN, WDWS

D	3.50	5.00	6.66	16.00	24.00	40.00
N	4.50	6.00	10.00	24.00	36.00	60.00

CHICAGO, WBBM

D	87.50	110.00	99.00	198.00	330.00	550.00
N	175.00			396.00	660.00	1100.00

DANVILLE, WDAN

D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.00	6.00	15.00	30.00	45.00	75.00

DECATUR, WSOY

	SB	1M	5M	15M	30M	1 Hr
D	4.50	5.50	9.00	18.00	30.00	50.00
N	6.50	8.00	13.00	26.00	45.00	75.00

PEORIA, WMBD

D	10.00	13.00	16.25	32.50	53.00	88.00
N	20.00	26.00	32.50	65.00	105.00	175.00

QUINCY, WTAD

D	12.00	12.00	20.00	40.00	60.00	100.00
N	15.00	15.00	30.00	60.00	90.00	150.00

SPRINGFIELD, WTAX

D	6.00	6.00	10.00	19.00	30.00	50.00
N	10.00	10.00	16.00	32.00	48.00	80.00

INDIANA

EVANSVILLE, WEOA

D	6.00	8.00	16.00	32.00	48.00	80.00
N	9.00	10.00	20.00	40.00	60.00	100.00

FORT WAYNE, WANE

D	7.00	7.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

INDIANAPOLIS, WFBM

D	13.00	15.00	25.00	50.00	75.00	135.00
N	25.00	30.00	50.00	100.00	150.00	270.00

KOKOMO, WIOU

D		9.00	14.00	28.00	42.00	70.00
N		12.00	18.00	36.00	54.00	90.00

MUNCIE, WLBC

D	6.00	6.00	10.00	20.00	30.00	50.00
N	10.00	10.00	16.00	32.00	48.00	80.00

SOUTH BEND, WSBT

D	13.00	13.00	25.00	45.00	70.00	115.00
N	18.00	18.00	30.00	60.00	90.00	150.00

TERRE HAUTE, WTHI

D	8.00	8.00	16.00	32.00	48.00	80.00
N	12.00	12.00	24.00	48.00	72.00	120.00

IOWA

CEDAR RAPIDS, WMT

D	13.00	19.50	24.00	48.00	72.00	120.00
N	20.00	30.00	37.50	75.00	140.00	250.00

DES MOINES, KSD

D	10.00	14.00	20.00	40.00	60.00	100.00
N	16.00	24.00	25.00	50.00	100.00	200.00

MASON CITY, KGLO

D	10.50	10.50	18.50	37.00	55.50	92.50
N	14.00	14.00	28.00	56.00	84.00	140.00

KANSAS

TOPEKA, WIBW

D	20.00	24.00	46.67	66.67	120.00	200.00
N	24.00	36.00	48.00	96.00	144.00	240.00

WICHITA, KFH

D	15.00	15.00	28.15	45.00	67.50	112.50
N	30.00	30.00	56.25	90.00	135.00	225.00

KENTUCKY

ASHLAND, WCMI

D	5.00	5.00	10.00	20.00	32.00	60.00
N	6.50	6.50	12.00	30.00	55.00	100.00

HOPKINSVILLE, WHOP

D	6.00	6.00	7.50	14.00	25.00	42.00
N	6.00	6.00	7.50	14.00	25.00	42.00

LOUISVILLE, WHAS

D	37.50	37.50	62.50	100.00	150.00	250.00
N	75.00	75.00		200.00	300.00	500.00

PADUCAH, WPAD

D	6.50	6.50	10.00	20.00	35.00	60.00
N	6.50	6.50	10.00	20.00	35.00	60.00

LOUISIANA

LAKE CHARLES, KLOU

D	6.00	8.00	12.00	18.00	30.00	50.00
N	9.00	12.00	24.00	36.00	60.00	100.00

NEW ORLEANS, WWL

D	30.00	30.00	50.00	84.00	146.00	225.00
N	60.00	60.00	101.00	169.00	292.00	450.00

SHREVEPORT, KWKH

D	13.75	18.00	30.00	60.00	90.00	150.00
N	27.50	36.00	60.00	120.00	180.00	300.00

MAINE

BANGOR, WGUY

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	10.00	20.00	30.00	50.00
N	12.00	12.00	20.00	40.00	60.00	100.00

PORTLAND, WGAN

D	12.00	12.00	18.00	36.00	54.00	90.00
N	24.00	24.00	36.00	72.00	108.00	180.00

MARYLAND

BALTIMORE, WCAO

D	22.50	27.50	37.50	75.00	112.50	187.50
N	45.00	55.00	75.00	150.00	225.00	375.00

CUMBERLAND, WCUM

D	6.00	6.00	12.00	24.00	36.00	60.00
N	9.00	9.00	18.00	36.00	54.00	90.00

FREDERICK, WFMD

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

MASSACHUSETTS

BOSTON, WEEI

D	42.00	50.00	52.50	105.00	157.50	262.50
N	84.00	70.00	70.00	210.00	315.00	525.00

SPRINGFIELD, WMAS

D	10.00	10.00	15.00	30.00	45.00	75.00
N	20.00	20.00	30.00	60.00	90.00	150.00

WORCESTER, WTAG

D	17.00	17.00	25.00	50.00	75.00	125.00
N	34.00	34.00	50.00	100.00	150.00	250.00

(Continued on page 14)

READING'S

MOST POPULAR

STATION

WHUM

CBS NETWORK

SPOT RATE FINDER

(Continued from page 13)

MICHIGAN

DETROIT, WJR

	SB	1M	5M	15M	30M	1 Hr
D	68.75	75.00	110.00	220.00	330.00	550.00
N	125.00	150.00	200.00	400.00	600.00	1000.00

GRAND RAPIDS, WJEF

D	9.00	10.76	16.00	32.00	48.00	80.00
N	16.00	18.00	30.00	55.00	80.00	135.00

KALAMAZOO, WKZO

D	10.50	12.75	18.00	36.00	54.00	90.00
N	17.00	20.00	30.00	60.00	90.00	150.00

MINNESOTA

DULUTH, KDAL

D	9.00	9.00	15.00	30.00	45.00	75.00
N	18.00	18.00	30.00	60.00	90.00	150.00

MINNEAPOLIS, WCCO

D	57.00	72.00	72.00	144.00	216.00	360.00
N		95.00		240.00	360.00	600.00

MISSISSIPPI

JACKSON, WJQS

D	3.40	3.40	7.50	12.75	21.25	42.50
N	5.00	5.00	10.00	21.25	36.00	60.00

MERIDIAN, WCOC

D	3.40	3.40	7.50	12.75	21.25	42.50
N	5.00	5.00	10.00	21.25	36.00	60.00

Note: All rates one-time. For complete explanation see Foreword.

Pennsylvania's

3rd

Market*

READING

WHUM

CBS

* Sales Management Aug. 1950

MISSOURI

JOPLIN, KSWM

	SB	1M	5M	15M	30M	1 Hr
D	8.50	8.50	15.00	20.00	35.00	50.00
N	10.00	10.00	18.00	30.00	45.00	75.00

KANSAS CITY, KMBC

D	24.00	40.00	60.00	
N	50.00	70.00	120.00	

SPRINGFIELD, KTTS

D	5.00	5.00	10.00	17.50	30.00	50.00
N	6.00	6.00	15.00	26.25	45.00	75.00

ST. LOUIS, KMOX

D	54.00	78.00	69.00	138.00	207.00	345.00
N	90.00			230.00	345.00	575.00

MONTANA

BUTTE, KBOW

D	8.00	8.00	10.00	20.00	30.00	50.00
N	8.00	8.00	10.00	20.00	30.00	50.00

GREAT FALLS, KFBB

D	10.00	10.00	15.00	30.00	45.00	70.00
N	10.00	13.00	20.00	40.00	60.00	100.00

MISSOULA, KGVO

D	7.88	10.50	10.50	21.00	31.00	52.50
N	10.50	14.00	14.00	28.00	42.00	70.00

NEBRASKA

OMAHA, KFAB

D	20.00	20.00	40.00	80.00	120.00	200.00
N	40.00	40.00	80.00	160.00	240.00	400.00

SCOTTSBLUFF, KOLT

D	9.00	9.00	16.50	30.00	50.00	90.00
N	9.00	9.00	16.50	30.00	50.00	90.00

NEVADA

LAS VEGAS, KLAS

D	6.00	6.00	8.40	16.50	25.50	42.00
N	10.00	10.00	14.00	28.00	42.00	70.00

RENO, KOLO

D	4.80	4.80	7.60	15.20	22.80	38.00
N	7.60	7.60	15.20	30.40	45.60	76.00

NEW HAMPSHIRE

KEENE, WKNE

D	6.70	8.00	13.40	26.80	40.20	67.00
N	10.00	12.00	20.00	40.00	60.00	100.00

MANCHESTER, WFEA

D	6.00	6.00	12.00	24.00	36.00	60.00
N	12.00	12.00	24.00	48.00	72.00	120.00

NEW JERSEY

ATLANTIC CITY, WBAB

D	3.75	5.00	12.50	25.00	45.00	75.00
N	7.00	9.50	18.75	45.00	75.00	125.00

NEW MEXICO

ALBUQUERQUE, KGGM

D	7.00	10.00	15.00	24.00	36.00	60.00
N	14.00	20.00	30.00	48.00	72.00	120.00

CARLSBAD, KAVE

D	5.00	5.00	12.00	16.00	24.00	40.00
N	8.00	8.00	15.00	24.00	36.00	60.00

SANTA FE, KVSF

D	6.00	7.50	12.50	20.00	30.00	50.00
N	6.00	7.50	12.50	20.00	30.00	50.00

SILVER CITY, KSIL

D	4.00	4.00	7.50	12.00	18.00	30.00
N	5.00	5.00	12.00	16.00	24.00	40.00

NEW YORK

BINGHAMTON, WNBF

D	10.80	10.80	19.80	36.00	54.00	90.00
N	18.00	18.00	33.00	60.00	90.00	150.00

BUFFALO, WGR

D	15.00	22.00	28.00	56.00	84.00	140.00
N	42.50	56.00	70.00	140.00	210.00	350.00

ITHACA, WHCU

	SB	1M	5M	15M	30M	1 Hr
D	6.00	9.00	15.00	30.00	45.00	75.00
N	6.00	9.00	25.00	50.00	75.00	125.00

NEW YORK, WCBS

D	100.00		135.00	270.00	405.00	675.00
N	540.00			540.00	810.00	1350.00

ROCHESTER, WHEC

D	17.00	20.00	30.00	50.00	90.00	140.00
N	30.00	35.00	50.00	90.00	140.00	225.00

SYRACUSE, WFBL

D	10.00	15.00	25.00	45.00	70.00	110.00
N	20.00	30.00	50.00	90.00	140.00	225.00

TROY, WTRY

D	12.75	16.00	25.00	50.00	75.00	125.00
N	24.00	30.00	45.00	90.00	135.00	225.00

UTICA, WIBX

D	14.50	17.00	25.00	35.00	40.00	60.00	100.00
N	20.50	22.50	35.00	50.00	60.00	90.00	150.00

WATERTOWN, WWNY

D	4.00	8.00	14.00	28.00	48.00	80.00
N	6.00	12.00	24.00	48.00	72.00	120.00

NORTH CAROLINA

ASHEVILLE, WWNC

D	8.50	8.50	15.00	27.50	45.00	75.00
N	13.50	13.50	20.00	45.00	75.00	125.00

CHARLOTTE, WBT

D	35.00	40.00	63.75	85.00	127.50	212.50
N	70.00	80.00	127.50	170.00	255.00	425.00

DURHAM, WDNC

D	10.00	10.00	15.00	30.00	45.00	75.00
N	15.00	15.00	25.00	50.00	75.00	125.00

GREENSBORO, WBIG

D	8.50	8.50	17.00	35.00	50.00	85.00
N	14.00	14.00	27.00	55.00	85.00	140.00

WILSON, WGTM

D	8.50	8.50	15.00	30.00	45.00	75.00
N	10.00	10.00	25.00	50.00	75.00	100.00

NORTH DAKOTA

GRAND FORKS, KILO

D	6.25	6.25	12.50	25.00	37.50	62.50
N	8.00	8.00	16.00	32.00	48.00	80.00

JAMESTOWN, KSJB

D	10.00	13.00	23.45	46.90	70.35	117.25
N	12.00	15.00	35.00	70.00	105.00	175.00

OHIO

AKRON, WADC

D	12.50	12.50	25.00	44.00	66.00	110.00
N	22.50	22.50	45.00	88.00	132.00	220.00

CINCINNATI, WKRC

D	30.00	30.00	42.50	68.00	102.00	170.00
N	60.00	60.00	85.00	136.00	204.00	340.00

CLEVELAND, WGAR

D	37.50	45.00	50.00	100.00	150.00	250.00
N	75.00	90.00	100.00	200.00	300.00	500.00

COLUMBUS, WBNS

D	20.00	20.00	33.37	49.87	70.87	105.00
N	40.00	40.00	66.75	99.75	141.75	210.00

DAYTON, WHIO

D		16.00	28.00	45.00	65.00	100.00
N		26.00	45.00	90.00	130.00	200.00

PORTSMOUTH, WPAY

D	6.00	6.00	12.00	24.00	36.00	60.00
N	7.50	7.50	15.00	30.00	45.00	75.00

YOUNGSTOWN, WKBN

D	12.00	15.00	19.00	38.00	57.00	95.00
N	18.00	20.00	38.00	76.00	114.00	190.00

OKLAHOMA

OKLAHOMA CITY, KOMA

D	15.00	20.00	30.00	40.00	80.00	150.00
N	30.00	40.00	50.00	90.00	160.00	275.00

TULSA, KTUL

D	12.00	12.00	20.00	40.00	60.00	100.00
N	24.00	24.00	40.00	80.00	120.00	200.00

OREGON

PORTLAND, KOIN

D	15.00	30.00	32.50	37.50	75.00	150.00
N	30.00	60.00	65.00	75.00	150.00	300.00

MORE PEOPLE

IN

READING

* PENNSYLVANIA'S

3rd MARKET

HEAR YOUR

SALES STORY

WHEN IT'S TOLD

OVER . . .

WHUM

CBS

* Sales Management Aug. 1950

PENNSYLVANIA

ALLENTOWN, WHOL

	SB	1M	5M	15M	30M	1 Hr
D	7.00	8.50	15.00	30.00	51.00	85.00
N	12.50	12.50	25.00	50.00	75.00	125.00

ALTOONA, WVAM

D	6.90	6.90	21.25	32.20	48.90	80.50
N	10.35	10.35	28.75	46.00	69.00	115.00

DU BOIS, WCED

D	5.00	6.25	12.90	22.40	36.40	56.00
N	5.00	6.25	12.90	22.40	36.40	56.00

HARRISBURG, WHP

D	12.00	12.00	20.00	40.00	60.00	100.00
N	18.00	18.00	30.00	60.00	90.00	150.00

INDIANA, WDAD

D	5.00	6.00	12.90	22.40	36.40	56.00
N	5.00	6.00	12.90	22.40	36.40	56.00

JOHNSTOWN, WARD

D	5.00	6.00	18.50	28.00	42.50	70.00
N	6.00	9.00	25.00	40.00	60.00	100.00

PHILADELPHIA, WCAU

D	37.00	45.00	60.00	120.00	180.00	300.00
N	75.00	90.00	120.00	240.00	360.00	600.00

PITTSBURGH, WJAS

D	19.00	27.50	45.00	75.00	120.00	192.00
N	38.00	55.00	90.00	150.00	240.00	384.00

READING, WHUM

D	6.50	7.50	17.00	30.00	50.00	75.00
N	12.00	12.00	24.00	48.00	82.00	120.00

SCRANTON, WGBI

D	13.00	13.00	21.00	35.00	53.00	88.00
N	20.00	20.00	42.00	70.00	105.00	175.00

UNIONTOWN, WMBS

D	4.50	7.50	15.00	30.00	45.00	75.00
N	7.50	12.50	25.00	50.00	75.00	125.00

WILLIAMSPORT, WWPA

D	7.50	7.50	13.50	27.50	40.00	65.00
N	9.00	9.00	18.00	35.00	55.00	90.00

(Continued on page 16)

This is CBS where more of the people listen most of the time

CBS NETWORK

SPOT RATE FINDER

(Continued from page 14)

RHODE ISLAND

PROVIDENCE, WPRO

	SB	1M	5M	15M	30M	1 Hr
D	15.00	15.00	24.00	48.00	72.00	120.00
N	30.00	30.00	48.00	96.00	144.00	240.00

SOUTH CAROLINA

ANDERSON, WAIM

D	7.00	7.00	18.00	36.00	54.00	90.00
N	7.00	7.00	18.00	36.00	54.00	90.00

CHARLESTON, WCSC

D	6.00	6.00	12.00	20.00	32.50	62.50
N	12.00	12.00	25.00	40.00	65.00	125.00

COLUMBIA, WMSC

D	5.00	5.00	10.00	20.00	30.00	50.00
N	8.00	8.00	15.00	30.00	45.00	75.00

SPARTANBURG, WSPA

D	8.50	8.50	17.00	34.00	51.00	85.00
N	12.50	12.50	25.00	50.00	75.00	125.00

SOUTH DAKOTA

RAPID CITY, KOTA

D	7.50	10.00	15.00	30.00	50.00	80.00
N	9.00	12.50	20.00	45.00	65.00	100.00

TENNESSEE

CHATTANOOGA, WDOD

D	10.00	10.00	14.00	28.00	42.00	70.00
N	18.00	18.00	28.00	56.00	84.00	140.00

Note: All rates one-time. For complete explanation see Foreword.

COOKEVILLE, WHUB

	SB	1M	5M	15M	30M	1 Hr
D	3.00	3.00	6.00	12.00	18.00	30.00
N	3.00	3.00	6.00	12.00	18.00	30.00

KNOXVILLE, WNOX

D	15.00	15.00	25.00	50.00	75.00	125.00
N	30.00	30.00	50.00	100.00	150.00	250.00

MEMPHIS, WREC

D	20.00	25.00	40.00	56.00	100.00	150.00
N	35.00	40.00	50.00	95.00	150.00	280.00

NASHVILLE, WLAC

D	15.00	15.00	30.00	60.00	90.00	150.00
N	30.00	30.00	60.00	120.00	180.00	300.00

TEXAS

AMARILLO, KLYN

D	9.00	10.00	20.00	30.00	50.00	80.00
N	9.00	10.00	20.00	30.00	50.00	80.00

AUSTIN, KTBC

D	9.00	9.00	15.00	26.00	42.00	70.00
N	13.50	13.50	30.00	50.00	75.00	125.00

CORPUS CHRISTI, KEYS

D	6.00	7.20	12.00	24.00	36.00	60.00
N	12.00	14.40	24.00	48.00	72.00	120.00

EL PASO, KROD

D	13.00	12.00	20.00	32.00	48.00	80.00
N	18.00	18.00	30.00	48.00	72.00	120.00

HARLINGEN, KGBS

D	4.00	6.00	10.00	16.00	24.00	40.00
N	6.00	10.00	15.00	24.00	36.00	60.00

HOUSTON, KTRH

D	20.00	25.00	42.00	70.00	105.00	175.00
N	40.00	50.00	84.00	140.00	210.00	350.00

ODESSA, KOSA

D	6.75	6.75	11.25	18.00	27.00	45.00
N	9.00	9.00	15.00	24.00	36.00	60.00

SAN ANTONIO, KTSA

	SB	1M	5M	15M	30M	1 Hr
D	19.00	19.00	28.20	45.00	67.50	112.50
N	38.00	38.00	56.30	90.00	135.00	225.00

WICHITA FALLS, KWFT

D	13.00	13.00	22.00	39.00	65.00	115.00
N	20.00	20.00	30.00	60.00	100.00	175.00

UTAH

CEDAR CITY, KSUB

D	6.00	6.00	7.50	15.00	25.00	50.00
N	6.00	6.00	7.50	15.00	25.00	50.00

SALT LAKE CITY, KSL

D	25.00	25.00	40.00	65.00	100.00	150.00
N	50.00	50.00	80.00	130.00	200.00	300.00

VERMONT

BURLINGTON, WCAX

D	9.00	9.00	15.00	30.00	45.00	75.00
N	15.00	15.00	25.00	50.00	75.00	125.00

VIRGINIA

RICHMOND, WRVA

D	22.50	28.00	40.00	80.00	120.00	200.00
N	45.00	55.00	70.00	140.00	210.00	350.00

ROANOKE, WDBJ

D	7.50	9.50	15.00	30.00	45.00	75.00
N	11.00	14.00	25.00	50.00	75.00	125.00

WASHINGTON

SEATTLE, KIRO

D	26.00	41.00	50.00	75.00	112.50	187.50
N	55.00	78.00	92.00	150.00	225.00	375.00

SPOKANE, KXLY

D	12.50	12.50	17.50	27.50	42.50	85.00
N	25.00	25.00	35.00	55.00	85.00	170.00

YAKIMA, KIMA

D	8.00	10.00	12.50	20.00	30.00	50.00
N	9.00	11.00	15.00	25.00	40.00	60.00

WEST VIRGINIA

BECKLEY, WJLS

D	5.00	5.00	7.50	14.00	22.50	37.50
N	7.50	7.50	10.00	20.00	30.00	50.00

CHARLESTON, WCHS

D	12.10	14.52	24.20	48.40	72.60	108.90
N	16.94	19.36	36.30	72.60	108.90	181.50

FAIRMONT, WMMN

D	9.00	9.00	18.00	36.00	54.00	90.00
N	15.00	15.00	30.00	60.00	90.00	150.00

PARKERSBURG, WPAR

D	5.00	6.00	10.00	20.00	30.00	45.00
N	7.00	8.00	15.00	30.00	45.00	75.00

WHEELING, WWVA

D	25.00	25.00	45.00	72.00	120.00	200.00
N	50.00	50.00	90.00	144.00	240.00	400.00

WISCONSIN

GREEN BAY, WBAY

D	7.50	9.00	10.00	25.00	42.00	70.00
N	12.50	17.50	21.00	50.00	85.00	140.00

MADISON, WKOW

D	9.00	9.00	18.00	30.00	54.00	90.00
N	15.00	15.00	30.00	50.00	90.00	150.00

MILWAUKEE, WISN

D	23.25	23.25	45.00	60.00	93.75	150.00
N	46.50	46.50	90.00	120.00	187.50	300.00

ALASKA

ANCHORAGE, KFQD

	SB	1M	5M	15M	30M	
D	7.50	10.50	15.00	30.00	45.00	75.00
N	12.00	16.80	27.00	45.00	75.00	120.00

FAIRBANKS, KFRB

D	5.00	7.00	10.00	20.00	30.00	50.00
N	8.00	11.25	18.00	30.00	50.00	80.00

JUNEAU, KINY

D	6.25	8.75	12.50	25.00	37.50	60.00
N	10.00	13.60	22.50	37.50	60.00	100.00

KETCHIKAN, KTKN

D	5.00	7.00	10.00	20.00	30.00	50.00
N	8.00	11.25	18.00	30.00	50.00	80.00

SEWARD, KIBH

D	3.75	5.25	7.50	15.00	22.50	40.00
N	6.00	8.50	15.00	25.00	40.00	60.00

SITKA, KIFW

D	3.75	5.25	7.50	15.00	22.50	40.00
N	6.00	8.50	15.00	25.00	40.00	60.00

HAWAII

HILO, KHBC (combined rates with KGMB, Honoluiu)

D	12.00	15.00	16.50	33.00	49.50	82.50
N	24.00	30.00	33.00	66.00	99.00	165.00

HONOLULU, KGMB

D	10.20	12.75	14.03	28.05	42.08	70.13
N	20.40	25.50	28.05	56.10	84.15	140.25

PUERTO RICO

SAN JUAN, WKAQ

D			6.70	13.30	25.00	50.00
N			13.30	25.70	50.00	100.00

RESULTS — FIRST — RATINGS

WVAM ALTOONA

WARD JOHNSTOWN

You're on the INSIDE with the big OUTSIDE Bonus-Audience on Central Pennsylvania's only 1000-watt full-time CBS coverage.

Power-plus potential.

Take a 2nd look at WARD, Hooper-First in Western Pennsylvania's 2nd Metropolitan Market with nearly 300,000.

It's Pittsburgh Then JOHNSTOWN!

Represented by Weed & Company

Pennsylvania's 3rd Market*

READING

WHUM

CBS

* Sales Management Aug. 1950

SPOT RATE FINDER

ALABAMA

ANDALUSIA, WCTA

	SB	1M	5M	15M	30M	1 Hr
D	2.00	3.75	6.00	10.00	18.00	30.00
N	2.50	5.00	10.00	20.00	30.00	50.00

ANNISTON, WOOB

D	1.25	2.30	5.00	8.00	14.00	25.00
N	1.25	3.00	6.00	12.00	18.00	30.00

BIRMINGHAM, WTNB

D	7.50	7.50	18.75	30.00	45.00	75.00
N	10.00	10.00	25.00	40.00	60.00	100.00

BREWTON, WEBJ

D	2.50	2.50	6.75	12.25	24.00	45.00
N	2.50	2.50	6.75	12.25	24.00	45.00

DECATUR, WMSL

D	2.00	3.00	5.00	10.00	15.00	30.00
N	2.00	3.00	5.00	10.00	15.00	30.00

DEMOPOLIS, WXAL

D	2.00	1.50	7.50	10.00	16.00	30.00
N	2.00	1.50	7.50	10.00	16.00	30.00

DOTHAN, WAGF

D 3.00 3.00 5.00 10.00 18.00 30.00
N (rates on request)

EUFAULA, WULA

D	2.70	2.70	5.00	12.50	20.00	35.00
N	2.70	2.70	5.00	12.50	20.00	35.00

GADSDEN, WJBY

D		3.40	5.50	12.00	21.00	39.00
N		5.50	8.00	20.00	38.00	65.00

HUNTSVILLE, WBHP

D	3.00	3.00	5.00	15.00	28.00	50.00
N	3.00	3.00	5.00	15.00	28.00	50.00

MOBILE, WABB

D	9.00	9.00	11.00	22.00	33.00	55.00
N	12.00	12.00	22.00	44.00	66.00	110.00

MONTGOMERY, WJJJ

D		7.50	12.00	20.00	36.00	60.00
N		10.00	20.00	40.00	60.00	100.00

MUSCLE SHOALS, WLAY

D	5.00	5.00	12.00	24.00	36.00	60.00
N	5.00	5.00	12.00	24.00	36.00	60.00

OPELIKA, WJHO

D	1.50	4.00				
N	1.50	4.00	7.50	15.00	27.00	45.00

SELMA, WHBB

D	3.50	3.50	6.00	12.00	20.00	
N	5.00	5.00	8.00	17.50	30.00	

SYLACAUGA, WFEB

D		3.75	6.00	10.00	18.00	30.00
N		3.75	6.00	10.00	18.00	30.00

TALLADEGA, WHTB

D	2.50	2.50	7.50	15.00	25.00	50.00
N	2.50	2.50	7.50	15.00	25.00	50.00

TROY, WTBF

D 3.00 3.00 5.00 10.00 18.00 30.00

TUSCALOOSA, WTBC

D	3.00	5.00	10.00	24.00	36.00	60.00
N	3.00	5.00	10.00	24.00	36.00	60.00

ARIZONA

BISBEE, KSUN

D	4.75	6.10	9.00	18.00	27.00	45.00
N	6.30	8.10	9.00	18.00	27.00	45.00

PHOENIX, KOY

D	10.50	10.50	14.00	28.00	42.00	72.00
N	21.00	21.00	28.00	56.00	84.00	140.00

TUCSON, KTUC

D	5.00	5.00	7.00	12.00	18.00	30.00
N	8.00	8.00	10.00	20.00	30.00	50.00

ARKANSAS

ARKADELPHIA, KVRC

D	4.00	4.50	7.50	15.00	22.50	38.00
N	4.50	5.50	9.00	19.00	30.00	48.00

CAMDEN, KAMD

D	2.50	3.75	7.50	15.00	22.50	37.50
N	3.75	5.50	11.25	22.50	33.75	56.00

FAYETTEVILLE, KGRH

D	2.50	3.50	7.50	14.00	21.00	35.00
N	3.25	4.50	10.00	20.00	30.00	50.00

FORT SMITH, KFPW

	SB	1M	5M	15M	30M	1 Hr
D	4.55	5.85	7.80	15.60	23.40	39.00
N	5.20	7.80	15.60	30.20	46.80	78.00

HARRISON, KHOZ

D		2.50	7.50	14.00	21.00	35.00
N		3.50	10.00	20.00	30.00	50.00

HELENA, KFFA

D	4.50	5.00	8.00	16.00	24.00	40.00
N	7.00	8.00	16.00	32.00	48.00	80.00

HOPE, KXAR

D	2.50	3.75	5.00	10.00	18.00	30.00
N	2.50	3.75	6.00	12.00	21.00	35.00

HOT SPRINGS, KWFC

D	3.50	4.00	10.00	20.00	30.00	50.00
N	5.00	6.00	16.00	32.00	48.00	80.00

JONESBORO, KBTM

D	2.50	3.50	7.50	14.00	21.00	35.00
N	3.25	4.50	10.00	20.00	30.00	50.00

NORTH LITTLE ROCK, KXLR

D	4.50	5.00	7.00	14.00	21.00	40.00
N	5.00	6.00	14.00	28.00	42.00	80.00

MAGNOLIA, KVMA

D 4.00 5.00 7.00 14.00 22.00 40.00

PINE BLUFF, KOTN

D 3.50 3.50 8.00 14.00 24.00 40.00

RUSSELLVILLE, KXRJ

D	2.50	3.00	5.00	8.00	14.00	25.00
N	3.50	4.50	6.75	11.00	19.00	34.50

SILOAM SPRINGS, KUOA

D 5.00 7.00 12.50 25.00 37.50 62.50

STUTTGART, KWAK

D	3.50	4.23	6.50	13.00	19.50	32.50
N	5.00	6.50	10.00	20.00	30.00	50.00

CALIFORNIA

BAKERSFIELD, KAFY

D	4.00	4.00	6.00	12.00	18.00	30.00
N	8.00	8.00	12.00	24.00	36.00	60.00

CHICO, KHSL

D	5.40	5.40	9.65	19.25	32.10	53.45
N	6.50	6.50	11.60	23.15	38.50	64.15

EL CENTRO, KXO

D	4.00	5.50	9.25	15.70	22.00	30.00
N	8.00	11.00	18.50	31.40	44.00	60.00

EUREKA, KIEM

D	7.00	7.00	9.60	16.00	24.00	40.00
N	10.00	10.00	14.40	24.00	36.00	60.00

FRESNO, KYNO

D	7.50	7.50	10.80	21.60	32.40	54.00
N	15.00	15.00	21.60	43.20	64.80	108.00

LOS ANGELES, KHJ

D	32.50	46.00		90.00	135.00	225.00
N	65.00	92.00		180.00	270.00	450.00

MARYSVILLE, KMYC

D	4.20	4.20	9.00	13.50	22.50	37.50
N	6.00	6.00	12.00	18.00	30.00	50.00

MERCED, KYOS

D	7.50	7.50	10.15	20.35	33.85	56.45
N	9.00	9.00	12.20	24.40	40.70	67.70

MONTEREY-SALINAS, KSBW

D	6.00	6.00	12.00	24.00	36.00	60.00
N	7.50	7.50	15.00	30.00	45.00	75.00

PASO ROBLES, KPRL

D	4.00	4.00	7.00	12.00	16.00	25.00
N	5.00	5.00	10.00	16.00	24.00	40.00

REDDING, KVCV

D	10.65	10.65	15.50	26.00	43.10	65.00
N	12.75	12.75	18.65	31.00	51.75	78.65

SACRAMENTO, KXOA

D	7.50	7.50	11.20	22.40	33.60	56.00
N	15.00	15.00	22.40	44.80	67.20	112.00

SAN BERNARDINO, KFXM

D	9.00	9.00	11.20	22.40	33.60	56.00
N	14.00	14.00	17.00	34.00	51.00	85.00

SAN DIEGO, KGB

D	7.50	10.00	16.80	28.00	42.00	70.00
N	15.00	20.00	23.60	56.00	84.00	140.00

SAN FRANCISCO, KFRC

D				53.00	80.00	200.00
N				160.00	240.00	400.00

SAN LUIS OBISPO, KVEC

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	8.00	15.00	21.00	35.00
N	7.00	7.00	12.00	24.00	36.00	60.00

SANTA ANA, KVOE

D	5.00	5.00	10.00	16.00	24.00	40.00
N	9.00	9.00	15.00	24.00	36.00	60.00

SANTA BARBARA, KDB

D	4.00	4.00	8.40	14.00	21.00	35.00
N	8.00	8.00	16.80	28.00	42.00	70.00

STOCKTON, KXOB

D	5.00	5.00	8.00	16.00	24.00	40.00
N	10.00	10.00	16.00	32.00	48.00	80.00

TULARE VISALIA, KCOK

D	3.50	4.25	6.00	12.00	18.00	30.00
N	4.25	5.00	10.00	20.00	30.00	50.00

COLORADO

DENVER, KFEL

D	10.00	10.00	20.00	40.00	60.00	100.00
N	17.50	17.50	40.00	80.00	120.00	200.00

GRAND JUNCTION, KFXJ

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

PUEBLO, KCSJ

D	3.50	4.50	8.00	16.00	24.00	40.00
N	6.00	8.00	12.00	24.00	36.00	60.00

TRINIDAD, KSFT

D	6.00	6.00	10.00	16.00	24.00	40.00
N	9.00	9.00	15.00	24.00	36.00	60.00

CONNECTICUT

BRIDGEPORT, WICC

D	8.00	8.00	16.00	32.00	48.00	80.00
N	16.00	16.00	32.00	64.00	96.00	160.00

HARTFORD, WONS

D	10.00	10.00	20.00	40.00	60.00	100.00
N	20.00	20.00	40.00	80.00	120.00	200.00

NEW LONDON, WNLC

D	5.00	7.00	10.00	20.00	30.00	50.00
N	7.00	10.00	20.00	40.00	60.00	100.00

WATERBURY, WWCO

D	4.00	5.50	10.00	20.00	30.00	50.00
N	7.00	10.00	20.00	40.00	60.00	100.00

DELAWARE

WILMINGTON, WAMS

D	6.00	7.50	16.80	33.60	50.00	84.00
N	10.00	13.50	28.00	56.00	84.00	140.00

DISTRICT OF COLUMBIA

WASHINGTON, WEAM

D	9.00	12.00	20.00	40.00	60.00	100.00
N	19.00	30.00	48.00	96.00	144.00	240.00

FLORIDA

DAYTONA BEACH, WROD

D		4.50	8.00	16.00	24.00	40.00
N		6.50	12.00	24.00	36.00	60.00

DELAND, WJBS

D	4.50	4.50	7.10	18.00	27.00	45.00
N	4.50	4.50	7.15	18.00	27.00	45.00

FORT PIERCE, WIRA

D	3.75	4.50	8.00	16.00	24.00	40.00
N	5.00	6.00	10.00	20.00	30.00	50.00

GAINESVILLE, WRUF

D		6.00	13.00	25.00	35.00	55.00
N		8.50	18.00	35.00	55.00	80.00

JACKSONVILLE, WJHP

D		10.00	18.00	35.00	53.00	88.00
N		15.00	35.00	70.00	105.00	175.00

LAKELAND, WONN

D	3.75	3.75	8.00	16.00	26.00	40.00
N	5.00	5.00	10.00	20.00	32.00	50.00

MIAMI, WKAT

D	13.92	11.39	17.71	35.42	53.13	88.55
N	21.51	18.97	35.42	70.84	106.26	177.10

OCALA, WTMC

D	4.50	4.50	8.00	16.00	24.00	40.00
N	6.00	6.00	10.00	20.00	30.00	50.00

ORLANDO, WLOF

D	8.00	8.00	13.00	26.00	40.00	65.00
N	10.00	10.00	20.00	40.00	60.00	100.00

PANAMA CITY, WDLP

D	6.00	6.00	10.00	20.00	30.00	50.00
N	6.00	6.00	10.00	20.00	30.00	50.00

PENSACOLA, WEAR

D	4.00	5.60	8.50	17.50	28.50	50.00
N	5.65	7.50	8.50	17.50	28.50	50.00

ST. PETERSBURG, WTSP

	SB	1M	5M	15M	30M	1 Hr
D	6.00	8.00	12.00	24.00	42.00	72.00
N	8.00	10.00	19.00	40.00	72.00	120.00

TALLAHASSEE, WTAL

D	7.00	7.00	12.00	24.00	36.00	60.00
N	10.00	10.00	18.00	36.00	54.00	90.00

WEST PALM BEACH, WIRK

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WINTER HAVEN, WSIR

D	4.00	4.00	8.00	16.00	24.00	40.00
N	5.36	5.36	10.72	21.44	32.16	53.60

GEORGIA

AMERICUS, WDEC

D	3.00	3.00	5.00	9.00	16.50	26.50
N	3.00	3.00	5.00	9.00	16.50	26.50

ATLANTA, WGST

D	15.00	20.00	30.00	48.00	72.00	120.00
N	25.00	34.00	50.00	80.00	120.00	200.00

AUGUSTA, WBBQ

D	2.90	2.90	5.40	10.80	16.20	27.00
N	2.90	2.90	5.40	10.80	16.20	27.00

BAINBRIDGE, WMGR

D	3.25	3.25	15.00	20.00	35.00	50.00
N	3.25	3.25	15.00	20.00	35.00	50.00

BRUNSWICK, WMOG

D	3.00	4.00	10.00	25.00	35.00	60.00
N	3.00	4.00	10.00	25.00	35.00	60.00

CARTERSVILLE, WBHF

D	5.00	5.00	10.00	20.00	30.00	50.00
N	5.00	5.00	10.00	20.00	30.00	50.00

COLUMBUS, WGBA

D	5.00	6.00	10.00	20.00	30.00	50.00
N	8.00	9.00	16.00	32.00	48.00	80.00

CORDELE, WMJM

D	3.00	3.00	15.00	20.00	35.00	50.00
N	3.00	3.00	15.00	20.00	35.00	50.00

COVINGTON, WMOC

D	5.00	5.00	10.00	20.00	30.00	50.00
N	5.00	5.00	10.00	20.00	30.00	50.00

DALTON, WBLJ

D	2.00	2.50	5.00	8.00	15.00	30.00
N	2.00	2.50	5.00	8.00	15.00	30.00

DUBLIN, WMLT

D	3.85	2.85	15.00	20.00	37.50	42.00
N	3.85	2.85	15.00	20.00	37.50	42.00

ELBERTON, WSGC

D	1.75	1.75	4.00	8.00	14.00	20.00
N	1.75	1.75	4.00	8.00	14.00	20.00

FITZGERALD, WBHB

D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.00	10.00	16.00	24.00	40.00

GAINESVILLE, WGGA

D	3.50	3.50	6.80	13.60	20.40	34.00
N	5.00	5.00	10.00	20.00	30.00	50.00

GRIFFEN, WKEU

D		6.00	12.00	21.00	37.80	68.10
N		6.00	12.00	21.00	37.80	68.10

LA GRANGE, WLAG

D	4.00	6.00	10.00	20.00	36.00	60.00
N	4.00	6.00	10.00	20.00	36.00	60.00

MACON, WNEX

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.50	7.50	15.00	30.00	45.00	75.00

MILLEDGEVILLE, WMVG

D	3.85	2.85	15.00	20.00	37.50	42.00
N	3.85	2.85	15.00	20.00	37.50	42.50

NEWNAN, WCOH

D	5.00	5.00	20.00	40.00	60.00	90.00
N	5.00	5.00	20.00	40.00	60.00	90.00

ROME, WRGA

D	6.00	6.00	12.00	24.00	36.00	60.00
N	7.50	7.50	15.00	30.00	45.00	75.00

SAVANNAH, WCCP

D	5.50	5.50	10.00	18.00	30.00	50.00
N	8.00	8.00	15.00	25.00	40.00	70.00

STATESBORO, WWNS

D	2.00	2.00	4.00	7.35	15.00	25.00
N	2.00	2.00	4.00	7.35	15.00	25.00

THOMASTON, WSFT

D 4.00 4.00 7.00 12.00 22.00 40.00

THOMSON, WTWA

D	3.00	4.00	7.00	12.00	22.00	40.00
N	3.00	4.00	7.00	12.00	22.00	40.00

TIPTON, WWGS

D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.00	10.00	16.00	24.00	40.00

(Continued on page 18)

Note: All rates one-time. For complete explanation see Foreword.

MBS NETWORK

SPOT RATE FINDER

(Continued from page 17)

TOCCOA, WLET

	SB	1M	5M	15M	30M	1 Hr
D	3.00	3.00	6.70	13.40	20.00	33.50
N	3.00	3.00	6.70	13.40	20.00	33.50

VALDOSTA, WGOV

D	8.00	12.00	18.00	32.00	50.00	80.00
N	8.00	12.00	18.00	32.00	50.00	80.00

WAYCROSS, WAYX

D	3.00	4.00	10.00	25.00	35.00	60.00
N	3.00	4.00	10.00	25.00	35.00	60.00

IDAHO

COEUR D'ALENE, KVNI

D		6.00	10.00	16.00	24.00	40.00
N		9.00	15.90	24.00	36.00	60.00

IDAHO FALLS, KID

D	6.00	7.50	13.50	24.00	36.00	60.00
N	9.00	11.00	21.00	36.00	54.00	90.00

LEWISTON, KRLC

D	6.00	7.20	12.00	19.20	28.80	48.00
N	8.00	9.60	16.00	25.60	38.00	64.00

NAMPA-BOISE, KFXD

D	10.00	10.00	12.00	24.00	36.00	60.00
N	12.00	12.00	16.00	32.00	48.00	80.00

POCATELLO, KEYY

D		4.23	6.50	13.00	19.50	32.50
N		6.50	10.00	20.00	30.00	50.00

TWIN FALLS, KVMV

D	5.00	7.00	8.00	17.00	27.00	45.00
N	6.00	8.00	14.00	27.00	45.00	75.00

WALLACE, KWAL

D	3.00	3.50	10.00	15.00	25.00
N	4.00	4.50	15.00	25.00	35.00

ILLINOIS

CAIRO, WKRO

D		6.00	12.00	24.00	36.00	60.00
N		6.00	12.00	24.00	36.00	60.00

CHICAGO, WGN

D	45.00	75.00		180.00	270.00	450.00
N	90.00	150.00		360.00	540.00	900.00

HERRIN, WJPF

D	6.00	7.50	10.00	20.00	35.00	60.00
N	6.00	7.50	10.00	20.00	35.00	60.00

MOLINE, WQUA

D	6.50	8.00	10.00	20.00	30.00	50.00
N	10.00	12.00	20.00	40.00	60.00	100.00

INDIANA

FORT WAYNE, WKJG

D	12.00	12.00	20.00	30.00	60.00	90.00
N	15.00	15.00	30.00	60.00	90.00	140.00

INDIANAPOLIS, WIBC

D		18.00	30.00	60.00	90.00	150.00
N	25.00	30.00	60.00	120.00	180.00	300.00

LAFAYETTE, WASK

D	6.00	7.50	16.00	27.00	41.00	68.00
N	7.50	9.00	18.00	28.00	48.00	80.00

RICHMOND, WKBV

D	6.00	6.00	10.00	22.50	30.00	50.00
N	7.00	7.00	12.00	26.00	36.00	60.00

VINCENNES, WAOV

D	3.60	3.60	7.20	14.40	21.60	36.00
N	4.50	4.50	12.00	24.00	36.00	60.00

IOWA

CEDAR RAPIDS, KCRG

D	6.00	10.00	13.00	26.00	39.00	65.00
N	10.00	15.00	25.00	50.00	75.00	125.00

CLINTON, KROS

D	5.50	6.60	9.90	19.80	33.00	55.00
N	6.82	8.25	15.84	31.68	52.80	88.00

DAVENPORT, KSTT

D	5.00	6.00	12.00	20.00	30.00	50.00
N	8.00	12.00	20.00	40.00	65.00	130.00

DECORAH, KDEC

D	4.50	5.00	10.00	18.00	28.00	48.00
N	4.50	5.00	10.00	18.00	28.00	48.00

DES MOINES, KIOA

D	5.00	7.00	10.00	21.00	31.50	52.50
N	7.50	11.25	15.00	25.00	50.00	100.00

DUBUQUE, KDTH

D	6.00	7.00	12.00	24.00	36.00	60.00
N	7.00	8.00	20.00	35.00	60.00	100.00

Note: All rates one-time. For complete explanation see Foreword.

FORT DODGE, KVFD

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.00	10.00	20.00	28.00	48.00
N	6.00	7.00	16.00	32.00	48.00	80.00

MARSHALLTOWN, KFJB

D	4.00	4.50	7.50	14.00	20.00	40.00
N	4.50	5.00	10.00	16.00	25.00	50.00

MASON CITY, KRIB

D	4.50	5.00	8.00	15.00	20.00	35.00
N	5.00	6.00	12.00	20.00	35.00	60.00

OTTUMWA, KBIZ

D	3.75			12.50	18.75	31.25
N	6.00			20.00	30.00	50.00

SHENANDOAH, KFNF

D	6.00	8.00	16.00	32.00	48.00	80.00
N	6.00	8.00	16.00	32.00	48.00	80.00

SIOUX CITY, KTRI

D		9.00	12.00	24.00	36.00	60.00
N		15.00	25.00	50.00	75.00	125.00

SPENCER, KICD

D	5.00	6.00	10.00	20.00	30.00	50.00
N	6.00	7.00	16.00	32.00	48.00	80.00

WATERLOO, KWWL

D	8.00	10.00	20.00	40.00	72.00	120.00
N	10.00	12.00	30.00	50.00	85.00	150.00

KANSAS

EMPORIA, KTSW

D	5.00	6.00	10.00	20.00	30.00	50.00
N	5.00	6.00	10.00	20.00	30.00	50.00

GARDEN CITY, KIUL

D	4.30	6.50	9.50	17.00	26.50	45.00
N	4.30	6.50	9.50	17.00	26.50	45.00

GREAT BEND, KVGB

D	5.00	5.00	9.00	20.00	30.00	45.00
N	8.00	8.00	15.00	30.00	45.00	75.00

SALINA, KSAL

D	7.20	7.20	15.00	24.00	40.00	72.00
N	9.00	9.00	18.00	30.00	45.00	75.00

TOPEKA, KTOP

D	7.50	7.50	15.00	30.00	45.00	75.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WICHITA, KAKE

D	7.50	10.00	12.00	24.00	36.00	60.00
N	10.00	12.50	20.00	40.00	60.00	100.00

KENTUCKY

BOWLING GREEN, WLBJ

D		5.00	10.00	20.00	35.00	60.00
N		5.00	10.00	20.00	35.00	60.00

CORBIN, WCTT

D	3.50	5.00	10.00	20.00	35.00	60.00
N	3.50	5.00	10.00	20.00	35.00	60.00

FRANKFORT, WFKY

D	3.50	5.00	10.00	20.00	35.00	60.00
N	3.50	5.00	10.00	20.00	35.00	60.00

HARLAN, WHLN

D		3.50	5.00	20.00	35.00	60.00
N		3.50	5.00	20.00	35.00	60.00

HAZARD, WKIC

D	4.00	6.00	12.00	22.50	35.00	60.00
N	4.00	6.00	12.00	22.50	35.00	60.00

HENDERSON, WSON

D		8.00	15.00	30.00	45.00	75.00

LOUISVILLE, WGRC

D	6.55	6.55	12.50	25.00	37.50	62.50
N	12.50	12.50	25.00	50.00	75.00	125.00

MIDDLESBORO, WMIK

D		2.75	7.36	11.04	16.56	27.60
N						

OWENSBORO, WOMI

D	4.00	4.00	8.00	20.00	35.00	60.00
N	4.00	4.00	8.00	20.00	35.00	60.00

PAINTSVILLE, WSIP

D	5.00	6.50	10.50	15.00	27.00	45.00
N	6.00	7.50	15.00	18.75	33.00	54.00

PADUCAH, WKYB

D	6.50	6.50	13.00	26.00	39.00	65.00

PIKESVILLE, WPKE

D		4.43	7.94	15.87	24.00
N		4.43	7.94	15.87	24.00

SOMERSET, WSFC

D	5.00	5.00	10.00	20.00	35.00	60.00
N	5.00	5.00	10.00	20.00	35.00	60.00

VERSAILLES, WVLK

D	5.00	6.00	14.00	28.00	42.00	70.00
N	8.00	9.00	20.00	40.00	60.00	100.00

LOUISIANA

ALEXANDRIA, KVOB

	SB	1M	5M	15M	30M	1 Hr
D	7.00	10.00	15.00	20.00	30.00	50.00
N	10.00	16.00	24.00	32.00	48.00	75.00

BATON ROUGE, WAFB

D	6.00	6.00	12.00	24.00	36.00	60.00
N	9.00	9.00	18.00	36.00	54.00	90.00

BOGALUSA, WIKC

D	4.00	6.00	12.00	24.00	36.00	60.00
N	4.00	6.00	12.00	24.00	36.00	60.00

HOUMA, KCIL

D	6.25	7.00	9.75	18.25	35.00	63.25
N	6.25	7.00	9.75	18.25	35.00	63.25

LAKE CHARLES, KWSL

D	3.25	3.25	6.00	13.00	19.00	32.50
N	5.00	5.00	9.75	19.50	32.50	50.00

NEW IBERIA, KANE

D	5.60	5.05	9.50	20.00	32.00	60.00
N	8.40	7.50	14.50	30.00	48.00	80.00

NEW ORLEANS, WNOE

D		20.00	30.00	50.00	85.00	150.00
N		20.00	40.00	80.00	120.00	200.00

OPELOUSAS, KSLO

D	4.65	4.20	7.95	16.50	26.50	53.00
N	6.95	6.20	11.90	25.00	40.00	80.00

RUSTON, KRUS

D	3.00	4.50	7.50	18.00	30.00	50.00
N	3.00	4.50	7.50	18.00	30.00	50.00

SHREVEPORT, KENT

D	7.00	8.00	12.50	20.00	30.00	50.00
N	14.00	16.00	25.00	40.00	60.00	100.00

MAINE

AUGUSTA, WFAU

D	3.00	6.00	8.00	16.00	24.00	40.00
N	3.00	6.00	12.00	24.00	36.00	60.00

BIDDEFORD, WIDE

D	5.00	6.00	10.00	15.00	28.00	50.00
N	7.50	9.00	15.00	25.00	40.00	70.00

LEWISTON-AUBURN, WCOU

D	3.00	6.00	8.00	16.00	24.00	40.00
N	3.00	6.00	8.00	16.00	24.00	40.00

PORTLAND, WMTW

D	5.00	5.00	10.00	20.00	30.00	50.00
N	10.00	10.00	20.00	40.00	60.00	100.00

MARYLAND

BALTIMORE, WCBM

D	10.50	15.00	20.00	40.00	60.00	100.00
N	21.00	30.00	40.00	80.00	120.00	200.00

CAMBRIDGE, WCEM

D	3.40	4.50	9.00	18.00	27.00	46.00
N	3.80	5.00	10.00	20.00	30.00	50.00

HAGERSTOWN, WJEJ

D	5.04	6.30	12.60	25.20	37.80	63.00
N	7.20	9.00	18.00	36.00	54.00	90.00

SALISBURY, WBOC

D	6.00	7.50	14.00	28.00	42.00	70.00
N	7.00	9.00	16.00	32.00	48.00	80.00

MASSACHUSETTS

BOSTON, WNAC

D	22.00		44.00	88.00	132.00	220.00
N	44.00		88.00	176.00	264.00	440.00

FALL RIVER, WALE

D	5.00	6.00	12.00	25.00	36.00	60.00
N	10.00	12.00	24.00	48.00	72.00	120.00

FITCHBURG, WEIM

D	6.25	6.25	10.00	20.00	30.00	50.00
N	10.00	10.00	16.00	32.00	48.00	80.00

GREENFIELD, WHAI

D	5.00	5.00	8.00	16.00	24.00	40.00
N	8.00	8.00	12.00	24.000	36.00	60.00

HOLYOKE, WHYN

D	10.00	12.00	16.00	32.00	48.00	80.00
N	12.00	15.00	30.00	60.00	90.00	120.00

LOWELL-LAWRENCE, WLLH

D	8.00	8.00	12.00	24.00	36.00	60.00
N	16.00	16.00	24.00	48.00	72.00	120.00

NEW BEDFORD, WNBH

D	7.50	7.50	14.40	28.00	43.20	72.00
N	12.00	12.00	24.00	48.00	72.00	120.00

PITTSFIELD, WBRK

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WEST YARMOUTH, WOCB

	SB	1M	5M	15M	30M	1
D	4.00	4.00	8.00	16.00	24.00	40
N	6.00	6.00	12.00	24.00	36.00	60

WORCESTER, WAAB

D	6.00	8.00	16.00	32.00	48.00	80
N	12.00	16.00	32.00	64.00	96.00	160

MICHIGAN

ALPENA, WATZ

Sold in combination with WTC Traverse City, Mich., WATT, Cadill Mich., WMBN, Petosky, Mich. S WTCM, Traverse City, Mich.

BATTLE CREEK, WBCK

D	7.00	7.00	17.50	28.00	42.00	70
N	10.00	10.00	25.00	40.00	60.00	100

CADILLAC, WATT

Sold in combination with WTC Traverse City, Mich., WMBN, Petos Mich., and WATZ, Alpina, Mich. S WTCM, Traverse City, Mich. listing.

DETROIT, CKLW

D	30.00	30.00	60.00	120.00	180.00	300
N	60.00	60.00	120.00	240.00	360.00	600

ESCANABA, WDBC

D		7.50	15.00	30.00	40.00	60
N		9.00	27.50	45.00	60.00	90

FLINT, WBBC

D	8.50	8.50	16.00	32.00	50.00	80
N	12.00	12.00	28.00	56.00	84.00	140

HOUGHTON-CALUMET, WHDF

D	3.50	3.50	8.00	15.00	22.00	36
N	5.00	5.00	12.00	24.00	36.00	60

IRON RIVER, WIKB

D	4.50	4.50	9.00	18.00	27.00	45
N	6.00	6.00	15.00	30.00	45.00	75

IRONWOOD, WJMS

D	4.00	6.00	12.00	24.00	36.00	60
N	7.00	9.00	18.00	36.00	54.00	90

LANSING, WILS

D	7.00	7.00	15.00	25.00	39.00	60
N	10.00	10.00	20.00	36.00	55.00	90

MARQUETTE, WDMJ

D	6.00	6.00	10.00	16.00	24.00	40
N	8.00	8.00	14.00	24.00	36.00	60

MUSKEGON, WKNK

D		6.00	12.00	24.00	36.00	60
N		10.00	20.00	40.00	60.00	100

PETOSKEY, WMBN. Sold in Combination with WTCM, Traverse City, Mich. WATT, Cadillac, Mich., and WATZ Alpena, Mich. See WTCM, Traverse City, Mich., listing.

PORT HURON, WHLS

D	4.00	6.00	12.00	24.00	36.00	60
N	4.00	6.00	12.00	24.00	36.00	60

SAGINAW-BAY CITY, WSGW

D	8.50	8.50	16.00	30.00	50.00	75
N	11.50	11.50	22.00	43.00	72.00	120

TRAVERSE CITY, WTCM

D	10.00	10.00	20.00	42.50	62.50	105
N	12.50	12.50	25.00	60.00	100.00	150

MINNESOTA

AUSTIN, KAUS

D	7.20	7.20	12.00	24.00	36.00	60
N	12.00	12.00	20.00	40.00	60.00	100

BEMIDJI, KBUN

D	2.50	3.00	6.00	12.00	18.00	30
N	4.50	6.00	12.00	24.00	36.00	60

BRAINERD, KLIZ

D	4.00	6.00	9.00	20.00	30.00	50
N	6.00	8.00	12.00	30.00	45.00	75

DULUTH, WREX

D	5.25	5.25	9.45	15.75	31.50	52
N	10.50	10.50	18.90	31.50	63.00	105

FAIRMONT, KSUM

D		7.20	12.00	24.00	36.00	60
N		12.00	20.00	40.00	60.00	100

FERGUS FALLS, KGDE

D	2.80	3.75	9.00	18.00	27.00	45
N	3.75	5.00	12.00	24.00	36.00	60

GRAND RAPIDS, KBZY

D	4.00	4.00	7.00	14.00	21.00	35
N	6.00	6.00	10.00	20.00	30.00	50

MARSHALL, KMHL

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	3.00	16.00	32.00	48.00	80.00

MINNEAPOLIS-ST. PAUL, WLOL

D	9.00	12.00	30.94	49.50	74.25	123.75
N	15.00	20.00	68.75	110.00	165.00	275.00

MOOREHEAD, KVOX

D	3.95	5.25	12.00	24.00	36.00	60.00
N	5.25	7.00	17.00	34.00	51.00	85.00

WADENA, KWAD

D	5.75	5.75	9.50	21.00	31.00	52.00
N	6.75	6.75	13.50	28.00	42.00	70.00

MISSISSIPPI

BILOXI-GULFPORT, WLOX

D	3.50	3.50	7.00	14.00	21.00	35.00
N	6.00	6.00	12.00	24.00	36.00	60.00

CLARKSDALE, WROX

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

COLUMBIA, WCJU

D		2.89	5.51	10.71	16.32	27.88
N		4.48	8.02	15.92	25.71	42.85

COLUMBUS, WCBI

D		5.00	10.00	24.00	36.00	60.00
N		5.00	10.00	24.00	36.00	60.00

CORINTH, WCMA

D	4.00	5.00	8.00	13.00	24.00	45.00
N	5.00	6.00	11.00	25.00	40.00	70.00

GREENVILLE, WJPR

D	5.50	6.50	10.00	18.00	36.00	60.00
N	5.50	6.50	10.00	18.00	36.00	60.00

GRENADA, WNAG

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

JACKSON, WRBC

D	8.00	8.00	10.00	20.00	30.00	50.00
N	12.50	12.50	20.00	40.00	60.00	100.00

LAUREL, WLAU

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

MERIDIAN, WMOX

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

TUPELO, WELO

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

VICKSBURG, WQBC

D	4.00	4.00	12.00	18.00	32.00	60.00
N	6.00	6.00	15.00	25.00	50.00	90.00

WEST POINT, WROB

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

MISSOURI

CAPE GIRARDEAU, KFVS

D		8.50	17.50	35.00	50.00	80.00
N		8.50	17.50	35.00	50.00	80.00

HANNIBAL-QUINCY, ILL., KHMO

D	15.00	15.00	25.00	37.50	70.00	120.00
N	18.00	18.00	35.00	50.00	90.00	150.00

JEFFERSON CITY, KWOS

D	4.00	5.50	10.00	20.00	30.00	50.00
N	5.00	7.00	15.00	25.00	45.00	75.00

JOPLIN, WMBH

D	6.00	7.50	12.00	20.00	35.00	60.00
N	7.00	10.00	15.00	25.00	45.00	75.00

KANSAS CITY, WHB

D	16.00	26.60	37.20	53.20	93.00	155.00
N	31.80	53.00	74.60	106.60	186.00	310.00

LEBANON, KLWT

D	4.40	5.65	9.40	18.75	31.25	43.75
N	4.40	5.65	9.40	18.75	31.25	43.75

MEXICO, KXEO

D	5.00	5.00	10.50	21.00	31.50	52.00
N	5.00	5.00	11.55	23.10	35.00	58.00

ST. JOSEPH, KFEQ

D	10.00	10.00	18.00	36.00	54.00	90.00
N	15.00	15.00	28.00	56.00	84.00	140.00

ST. LOUIS, KWK

D	24.00	36.00	48.00	80.00	120.00	200.00
N	45.00	70.00	84.00	140.00	225.00	380.00

SEDALIA, KDRO

D	4.00	4.00	7.00	12.50	22.50	40.00
N	4.00	4.00	10.00	17.50	30.00	55.00

SPRINGFIELD, KICK

D	5.25	5.25	13.00	23.50	39.00	65.00
N	5.25	5.25	13.00	23.50	39.00	65.00

MONTANA

BILLINGS, KBMY

	SB	1M	5M	15M	30M	1 Hr
D	2.75	4.15	7.00	11.00	16.50	27.50
N	4.50	6.00	10.00	16.00	24.00	40.00

HAVRE, KAVR

D	2.75	3.25	4.90	8.75	17.50	35.00
N	2.75	3.25	4.90	8.75	17.50	35.00

LEWISTOWN, KXLO

D	3.25	4.50	7.50	12.00	18.00	30.00
N	3.25	4.50	7.50	12.00	18.00	30.00

LIVINGSTON, KPRK

D	3.00	4.50	7.50	12.00	18.00	30.00
N	3.00	4.50	7.50	12.00	18.00	30.00

MILES CITY, KRJF

D	2.50	3.75	7.00	10.50	20.00	37.50
N	3.00	4.50	8.50	12.50	23.75	45.00

SHELBY, KIYI

D	2.75	3.25	4.90	8.75	17.50	35.00
N	2.75	3.25	4.90	8.75	17.50	35.00

SIDNEY, KGCX

D	3.50	4.50	10.00	20.00	30.00	50.00
N	4.50	6.00	13.00	26.00	40.00	65.00

NEBRASKA

BROKEN BOW, KCNI

D	6.00	6.00	12.00	21.00	36.00	60.00
N	6.00	6.00	12.00	21.00	36.00	60.00

FREMONT, KFGT

D	5.00	5.00	10.00	18.33	30.00	50.00
N	6.00	6.00	13.00	19.50	37.50	65.00

HASTINGS, KHAS

D	2.65	5.00	10.00	20.00	30.00	50.00
N	4.00	8.00	16.00	32.00	48.00	80.00

KEARNEY, KGFW

D	4.00	6.00	12.00	30.00	50.00	80.00
N	4.00	6.00	12.00	30.00	50.00	80.00

LINCOLN, KOLN

D		5.00	10.00	15.00	30.00	50.00
N		10.00	20.00	30.00	60.00	100.00

McCOOK, KBRL

D	3.30	5.00	10.00	20.00	30.00	50.00
N	5.00	8.00	15.00	25.00	45.00	80.00

OMAHA, KBON

D	6.50	6.50	13.00	19.50	39.00	65.00
N	13.00	13.00	26.00	39.00	78.00	130.00

NEVADA

LAS VEGAS, KRAM

D		3.38	5.20	10.40	15.60	26.00
N		5.20	8.00	16.00	24.00	40.00

RENO, KATO

D	3.00	3.00	4.00	8.00	12.00	20.00
N	4.00	4.00	8.00	12.00	24.00	40.00

NEW HAMPSHIRE

CLAREMONT, WTSV

D	5.00	5.00	10.00	20.00	30.00	50.00
N	8.00	8.00	16.00	32.00	48.00	80.00

CONCORD, WKXL

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.50	7.50	15.00	30.00	45.00	75.00

LACONIA, WLNH

D	4.50	4.50	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

MANCHESTER, WKBR

D	5.00	5.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

PORTSMOUTH, WHEB

D	7.50	7.50	12.00	24.00	36.00	60.00
N	12.00	12.00	20.00	40.00	60.00	100.00

NEW JERSEY

ATLANTIC CITY, WMID

D	3.30	4.25	8.55	17.00	28.50	50.00
N	5.25	8.00	14.00	28.50	45.00	80.00

NEW MEXICO

ALBUQUERQUE, KVER

D	6.00	9.00	10.00	15.00	25.00	40.00
N	6.00	9.00	10.00	15.00	25.00	40.00

ARTESIA, KSVP

D	2.45	3.25	6.75	12.50	20.00	35.00
N	2.45	3.25	6.75	12.50	20.00	35.00

CLOVIS, KICA

D	11.25	13.50	22.50	36.00	54.00	90.00
N	11.25	13.50	22.50	36.00	54.00	90.00

HOBBS, KWEW

	SB	1M	5M	15M	30M	1 Hr
D		5.00	12.00	16.00	24.00	40.00
N		8.00	15.00	24.00	36.00	60.00

LAS CRUCES, KOBE

D	5.00	5.00	10.00	18.00	25.00	45.00
N	7.50	7.50	15.00	25.00	40.00	60.00

LAS VEGAS, KFUN

D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

RATON, KRTN

D	3.00	3.00	6.00	9.60	14.40	24.00
N	3.00	3.00	6.00	9.60	14.40	24.00

ROSWELL, KGFL

D	6.75	6.75	12.00	18.00	27.00	45.00
N	9.00	9.00	15.00	24.00	36.00	60.00

TUCUMCARI, KTNM

D	4.50	6.00	12.00	10.00	35.00	60.00
N	4.50	6.00	12.00	10.00	35.00	60.00

NEW YORK

ALBANY, WROW

D	10.00	16.00	21.60	43.20	72.00	120.00
N	17.00	26.00	36.00	72.00	120.00	200.00

AUBURN, WMBO

D		5.50	12.00	24.00	36.00	60.00
N		8.10	16.00	32.00	54.00	90.00

BATAVIA, WBTA

D	4.00	5.00	7.50	14.60	21.00	35.00
N	5.00	6.00	9.00	18.00	25.00	45.00

BINGHAMTON, WKOP

D	8.00	10.20	17.00	34.00	51.00	85.00
N	10.00	16.80	28.00	56.00	84.00	140.00

BUFFALO, WEBR

D	13.25	18.25	33.00	44.00	66.00	110.00
N	17.50	35.00	82.00	110.00	165.00	275.00

ELMIRA, WENY

D		8.00	14.00	28.00	42.00	70.00
N		9.00	18.00	36.00	54.00	90.00

GENEVA, WGVA

D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.00	6.00	12.00	24.00	36.00	60.00

JAMESTOWN, WJOC

D	4.50	6.00	11.00	22.00	33.00	55.00
N	4.50	6.00	11.00	22.00	33.00	55.00

KINGSTON, WKNY

D	3.00	4.00	8.00	16.00	24.00	40.00
N	4.00	6.00	12.00	24.00	36.00	60.00

MALONE, WICY

D	3.00	5.00	10.00	12.00	18.00	30.00
N	6.00	8.00	15.00	16.00	24.00	40.00

NEW YORK, WOR

D	75.00	100.00	120.00	240.00	360.00	600.00
N	150.00	200.00	240.00	480.00	720.00	1,200.00

OGDENSBURG, WSLB

D		5.00	10.00	20.00	30.00	40.00
N		5.00	10.00	20.00	30.00	40.00

ONEONTA, WDOS

D	6.00	6.00	12.00	24.00	36.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

PLATTSBURG, WIRY

D	3.00	5.00	12.00	16.00	24.00	40.00
N	6.00	8.00	15.00	18.00	30.00	50.00

ROCHESTER, WVET

D	17.00	20.00	24.00	48.00	72.00	120.00
N	30.00	35.00	40.00	80.00	120.00	200.00

ROME-UTICA, WKAL

D	6.00	8.00	12.00	24.00	36.00	60.00
N	8.00	10.00	18.00	36.00	54.00	90.00

SYRACUSE, WNDR

D	8.00	8.00	20.00	40.00	60.00	100.00
N	16.00	16.00	40.00	80.00	120.00	200.00

WATERTOWN, WATN

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

NORTH CAROLINA

ASHEVILLE, WWNC

D	8.50	8.50	15.00	27.50	45.00	75.00
N	13.50	13.50	20.00	45.00	75.00	125.00

BURLINGTON, WBBB

D	5.25	7.00	14.00	28.00	43.00	70.00

CHARLOTTE, WAYS

D	14.40	14.40	21.60	43.20	64.80	108.00
N	14.40	14.40	36.00	72.00	108.00	180.00

DURHAM, WSSB

D	4.00	5.00	10.00	20.00	36.00	60.00
N	5.00	6.00	15.00	30.00	45.00	75.00

ELIZABETH CITY, WCNC

D	4.20	5.20	8.75	20.00	37.35	65.00
N	4.20	5.20	8.75	20.00	37.35	65.00

FAYETTEVILLE, WFNC

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	10.00	25.90	43.20	72.00
N	4.50	4.50	10.00	25.90	43.20	72.00

GREENSBORO, WGBG

D	5.00	5.00	12.00	24.00	36.00	60.00
N	7.00	7.00	15.00	30.00	45.00	75.00

GREENVILLE, WGTC

D		3.50	5.94	16.20	27.00	45.00
N		4.00	7.92	21.60	36.00	60.00

HENDERSON, WHNC

D	5.25	6.25	12.50	25.00	37.50	56.25

HENDERSONVILLE, WHKP

D	3.96	3.96	7.20	14.40	21.60	36.00
N	3.96	3.96	7.20	14.40	21.60	36.00

JACKSONVILLE, WJNC

D	4.50	4.50	9.00	18.00	27.00	45.00
N	4.50	4.50	9.00	18.00	27.00	45.00

LEAKSVILLE, WLOE

D	3.00	4.00	8.00	16.00	24.00	40.00
N	3.00	4.00	8.00	16.00	24.00	40.00

LENOIR, WJRI

D	4.00	4.00	9.00	18.00	30.00	50.00
N	4.00	4.00	9.00	18.00	30.00	50.00

LUMBERTON, WTSB

D	5.00	5.00	11.00	22.00	33.00	55.00
N	5.00	5.00	11.00	22.00	33.00	55.00

MORGANTOWN, WMNC

D	3.00	4.00	6.00	12.00	18.00	30.00
N	3.00	4.00	6.00	12.00	18.00	30.00

NEW BERN, WHIT

D	5.50	5.50	18.00	36.00	54.00	90.00
N	5.50	5.50	18.00	36.00	54.00	90.00

NEWTON, WNNC

D	2.00	3.60	5.50	15.00	25.00	45.00
N	2.50	4.00	6.50	20.00	30.00	50.00

RALEIGH, WRAL

D	5.00	5.00	10.00	20.00	30.00	45.00
N	8.00	8.00	14.00	27.00	45.00	72.00

ROANOKE RAPIDS, WCBT

D	4.20	4.20	8.75	20.00	37.35	65.00
N	4.20	4.20	8.75	20.00	37.35	65.00

SALISBURY, WSTP

D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.00	6.00	12.00	24.00	36.00	60.00

SHELBY, WOHS

D	5.00	5.00	10.00	20.00	30.00	50.00

SOUTHERN PINES, WEEB

D	4.00	4.00	12.00	24.00	36.00	60.00

STATESVILLE, WSIC

D	5.00	5.00	10.00	20.00	30.00	50.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WAYNESVILLE, WHCC

D	1.90	2.40	8.00	15.00	20.00	40.00
N	1.90	2.40	8.00	15.00	20.00	40.00

WHITEVILLE, WENC

D	3.50	4.50	7.50	12.50	20.00	35.00
N	3.50	4.50	7.50	12.50	20.00	35.00

WILMINGTON, WGNI

D	4.50	9.00	13.50	18.00	27.00	40.50
N	4.50	9.00	13.50	18.00	27.00	40.50

WINSTON-SALEM, WTOB

D	7.50	7.50	15.00	30.00	45.00	75.00

NORTH DAKOTA

BISMARCK-MANDAN, KGCU

D	6.75	9.00	15.00	30.00	45.00	75.00
N	6.00	8.00	13.00	26.00	39.00	65.00

DEVILS LAKE, KDLR

D	5.00	5.00	9.50	17.50	30.00	50.00
N	5.00	5.00	9.50	17.50	30.00	50.00

GRAND FORKS, KNOX

D	5.20	5.20	8.50	19.50	29.25	48.75
N	7.00	7.00	11.70	26.00	39.00	65.00

MINOT, KLPM

D	4.20	7.00	14.00	28.00	42.00	70.00
N	6.00	10.00	20.00	40.00	60.00	100.00

VALLEY CITY, KOVC

D	2.80	3.75	9.00	18.00	27.00	45.00
N	3.75	5.00	12.00	24.00	36.00	60.00

OHIO

AKRON, WHKK

D	6.00	6.00	12.00	24.00	36.00	60.00
N	11.25	11.25	22.50	45.00	67.50	112.50

CINCINNATI, WCPO

D	15.25	17.25	40.00	70.00	100.00	175.00
N	23.00	27.50	50.00	100.00	160.00	300.00

CLEVELAND, WHK

D	14.00	21.00	36.00	72.00	108.00	180.00
N	42.00	42.00	72.00	144.00	216.00	360.00

(Continued on page 22)

MISTER PLUS LOOKS UNDER A WELCOME MAT AND FINDS A FRIENDLY KEY

What set out to be the first full study of radio listening throughout Home Town America has become a measure of a welcome mat one-fourth the size of the entire U. S.

Crossley, Inc., conducted 551,582 telephone-coincidental interviews in 116 cities in 42 states, 10 a.m. to 10 p.m. on weekdays and 2 p.m. to 10 p.m. on weekends, for four consecutive weeks in April, 1950.

The 116 cities were selected as precisely representative of Mutual's 325 "solo" markets—each one served from within by one Mutual Network station alone, and from without by other stations.

This research reveals overwhelming, continuous preference for Mutual . . . a red carpet of a welcome mat whose dimensions are specified on the opposite page. A thorough analysis of its day by day texture—morning, afternoon and night—is yours for the asking.

Big-city coverage is common to all networks. But the key to Home Town America, where 11,000,000 radio families live and spend and *listen*, awaits you under this mat. Here you are assured a heartier welcome than any other network or any other medium can possibly earn for you...

Share of audience, day and night...

MUTUAL
55%

NET X
16%

NET Y
15%

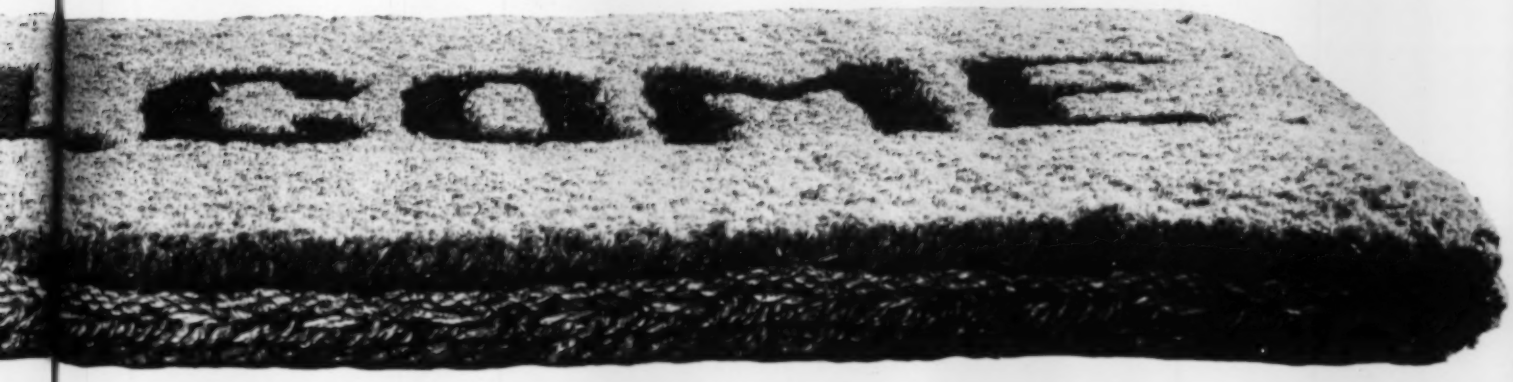
NET Z
5%

Independent
9%

THE DIFFERENCE IS MUTUAL!

The Mutual Broadcasting System
1440 BROADWAY, NEW YORK 18, N. Y.

TV? Exactly one-tenth of one per cent of *all* respondents reported *any* television listening.



XUM

MBS NETWORK

SPOT RATE FINDER

(Continued from page 19)

COLUMBUS, WHKC

	SB	1M	5M	15M	30M	1 Hr
D	6.70	13.35	20.00	26.70	40.00	66.70
N	20.00	40.00	60.00	80.00	120.00	200.00

DAYTON, WONE

D	21.00	21.00	30.00	60.00	80.00	120.00
N	21.00	21.00	30.00	60.00	80.00	120.00

HAMILTON, WMOH

D	4.75	6.80	11.55	23.10	34.65	57.75
N	6.00	8.50	17.00	34.00	51.00	85.00

LIMA, WIMA

D	7.50	7.50	15.00	30.00	45.00	75.00
N	10.00	10.00	20.00	40.00	60.00	100.00

MARIETTA, WMOA

D	4.00	5.00	9.00	18.00	27.00	45.00
N	6.00	7.00	12.00	24.00	36.00	60.00

SANDUSKY, WLEC

D	5.40	5.40	8.10	12.60	21.60	36.00
N	9.00	9.00	13.50	21.00	36.00	60.00

STEUBENVILLE, WSTV

D	4.75	5.50	11.00	22.00	33.00	55.00
N	7.00	8.00	16.00	32.00	48.00	80.00

Note: All rates one-time. For complete explanation see Foreword.

WARREN-YOUNGSTOWN, WHHH

	SB	1M	5M	15M	30M	1 Hr
D	7.50	7.50	14.00	28.00	42.00	70.00
N	10.00	10.00	20.00	40.00	60.00	100.00

OKLAHOMA

ALTUS, KWHW

D	3.00	3.00	4.00	15.00	24.00	40.00
N	3.00	3.00	4.00	15.00	24.00	40.00

BARTLESVILLE, KWON

D	4.00	4.00	9.00	20.00	36.00	60.00
N	4.00	4.00	9.00	20.00	36.00	60.00

CHICKASHA, KWCO

D	4.00	4.50	9.00	18.00	27.00	45.00

DUNCAN, KRHD

D	4.63	4.63	8.46	18.00	30.00	50.00
N	5.79	5.79	10.58	22.50	37.50	62.50

ELK CITY, KASA

D	3.50	4.50	9.00	16.00	24.00	40.00
N	3.50	4.50	9.00	16.00	24.00	40.00

ENID, KGWA

D	4.88	5.40	11.25	18.00	27.00	45.00
N	6.37	8.10	16.88	27.00	40.50	67.50

MUSKOGEE, KMUS

D	4.00	6.50	11.00	18.00	27.00	45.00
N	5.00	8.00	13.00	21.00	36.00	60.00

OKLAHOMA CITY, KOCY

D		7.00	12.50	25.00	35.00	60.00
N		10.00	20.00	45.00	70.00	120.00

OKMULGEE, KHBG

	SB	1M	5M	15M	30M	1 Hr
D	4.80	6.00	9.60	16.00	28.00	48.00
N	5.60	8.00	12.00	20.00	36.00	60.00

PONCA CITY, WBBZ

D	6.00	8.00	15.00	30.00	45.00	75.00
N	6.00	8.00	15.00	30.00	45.00	75.00

SEMINOLE, KSMI

D	3.00	4.00	7.00	11.00	20.00	35.00

STILLWATER, KSPI

D	4.00	6.00	9.00	15.00	25.00	40.00
N	6.00	9.00	12.00	20.00	30.00	50.00

TULSA, KOME

D	9.00	9.00	18.00	36.00	54.00	90.00
N	16.00	16.00	32.00	64.00	96.00	160.00

WOODWARD, KSIW

D	3.50	5.25	8.00	16.00	24.00	40.00
N	3.50	5.25	8.00	16.00	24.00	40.00

OREGON

ALBANY, KWIL

D	4.12	4.12	6.00	10.00	15.00	25.00
N	5.50	5.50	8.50	14.00	21.00	35.00

ASTORIA, KAST

D		4.12	6.00	10.00	15.00	25.00
N		5.50	8.50	14.00	21.00	35.00

BEND, KBND

D	5.00	5.00	7.00	14.00	21.00	35.00
N	6.00	6.00	8.50	16.00	24.00	40.00

COOS BAY, KOOS

	SB	1M	5M	15M	30M	1 Hr
D	3.50	5.25	7.00	14.00	21.00	35.00
N	4.00	6.00	8.00	16.00	24.00	40.00

EUGENE, KORE

D		5.00	8.50	14.00	21.00	35.00
N		7.00	12.00	20.00	30.00	50.00

GRANTS PASS, KUIN

D	4.32	4.32	6.48	10.80	16.20	27.00
N	6.40	6.40	9.60	16.00	24.00	40.00

KLAMATH FALLS, KFJI

D	4.00	4.00	9.00	15.00	21.00	35.00
N	4.00	4.00	9.00	15.00	21.00	35.00

PORTLAND, KPOJ

D	10.00	15.00	20.00	30.00	45.00	90.00
N	20.00	30.00	40.00	60.00	90.00	180.00

ROSEBURG, KRNR

D	3.25	4.65	9.50	12.00	16.00	25.00
N	5.00	6.25	11.50	14.00	21.00	35.00

SALEM, KSLM

D	5.00	6.00	10.00	18.00	24.00	40.00
N	7.50	9.00	15.00	24.00	36.00	60.00

PENNSYLVANIA

ALTOONA, WJSW

D	6.00	6.00	20.00	30.00	45.00	75.00
N	9.00	9.00	25.00	40.00	65.00	100.00

BRADFORD, WESB

D	4.00	5.00	10.00	20.00	30.00	50.00
N	5.00	6.00	12.00	24.00	36.00	60.00

EASTON, WEST

D	5.00	6.00	12.25	27.50	40.00	60.00
N	9.00	9.00	18.00	35.00	55.00	90.00

ERIE, WLEU

D	7.00	7.00	13.00	22.00	40.00	70.00
N	13.00	13.00	20.00	43.00	68.00	115.00

HARRISBURG, WKBO

D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

HAZLETON, WAZL

D	4.00	4.00	10.00	20.00	30.00	45.00
N	5.90	5.90	14.00	30.00	46.00	70.00

HUNTINGTON, WHUN

D	3.00	4.50	13.00	16.90	29.25	52.00
N	5.00	6.00	15.60	26.00	45.50	78.00

JOHNSTOWN, WCRO

D	6.00	6.00	20.00	30.00	45.00	75.00
N	9.00	9.00	25.00	40.00	65.00	100.00

LANCASTER, WGAL

D	6.50	7.60	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

LOCK HAVEN, WBPZ

D	4.50	4.50	10.00	13.00	22.50	40.00
N	6.00	6.00	12.00	20.00	35.00	60.00

NEW CASTLE, WKST

D	6.50	8.00	14.00	28.00	42.00	70.00
N	10.00	12.00	20.00	40.00	60.00	100.00

PHILADELPHIA, WIP

D	20.00	35.00	42.00	84.00	126.00	196.00
N	40.00	50.00	75.00	120.00	180.00	300.00

PITTSBURGH, KQV

D	14.00	20.00	35.00	70.00	105.00	175.00
N	28.00	40.00	70.00	140.00	210.00	350.00

POTTSVILLE, WPAM

D	4.00	6.00	11.00	18.00	30.00	50.00
N	5.50	7.50	15.00	22.50	45.00	65.00

READING, WRAW

D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

SHAMOKIN, WISL

D	5.00	6.50	20.00	35.00	50.00	80.00
N	5.00	6.50	20.00	35.00	50.00	80.00

STATE COLLEGE, WMAJ

D	4.50	3.45	11.50	15.00	25.00	46.00
N	5.00	4.75	14.00	23.00	40.00	69.00

WASHINGTON, WJPA

D	3.60	5.40	10.80	21.60	32.40	54.00
N	5.40	7.20	14.40	28.00	43.20	72.00

WILKES-BARRE, WBAX

D		6.50	13.00	26.00	38.00	62.00
N		9.50	19.00	37.00	55.00	90.00

YORK, WORK

D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

FIRST... ...with a SLIM TRIM DYNAMIC for TV

RESPONSE: 40-15,000 C.P.S. ± 2.5 DB

POWER RATING: −53

OMNIDIRECTIONAL

ACOUSTALLOY DIAPHRAGM

BLAST FILTER

CHANGEABLE LOW IMPEDANCE

REMOVABLE SWIVEL

½" OR ⅝"-27 THREAD MOUNTING

CANNON XL-3 CONNECTOR

ALL PARTS PRECISION GROUND

• New "655" Microphone Provides Ultra-Wide Range, High Fidelity Response • Pop-Proof • More Rugged, More Versatile • Individually Laboratory Calibrated

Here, *for the first time*, you have a slim, trim microphone with all the advantages of *dynamic* performance and utility! Only because of the ingenious *Acoustalloy* diaphragm and other E-V developments has it become a reality! Meets the highest standards of TV, FM and AM.

No additional closely-associated auxiliary equipment is required! Can easily be concealed in studio props or moved about. Provides effective individual or group pick-up. Reproduces voice and music with remarkable accuracy. New E-V Blast Filter makes the *655 pop-proof*. Acoustically-treated, strong wire-mesh grille head stops wind and breath blasts. Eliminates wind rumble in outdoor pick-up. *Field proved.*

See for yourself! Write today for Bulletin No. 156 and full information on how you can try this amazing new microphone.

Model 655. *List Price*.....**$200**

Shows the popular Patsy Lee with the TV 655. Note how swivel permits aiming at sound source without hiding face.

Shows TV 655 in the hand with swivel removed. Note how convenient it is to handle for announcing or interviewing.

Shows TV 655 suspended on a boom. Omnidirectional polar pattern and firm swivel permits easy, diverse use.

Electro-Voice INC.

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Export: 13 East 40th Street • New York 16, N. Y., U. S. A. • Cables: Arlab

RHODE ISLAND

PROVIDENCE, WEAN

	SB	1M	5M	15M	30M	1 Hr
D	11.00	11.00	22.00	44.00	66.00	110.00
N	22.00	22.00	44.00	88.00	132.00	220.00

WOONSOCKET, WWON

D	5.85	7.20	14.40	25.92	43.20	72.00
N	6.50	8.00	16.00	32.00	48.00	80.00

SOUTH CAROLINA

BENNETTSVILLE, WBSC

D	4.00	4.00	8.00	16.00	24.00	40.00
N	4.00	4.00	8.00	16.00	24.00	40.00

CHARLESTON, WUSN

D	4.00	4.00	8.00	15.00	23.00	38.00
N	7.00	7.00	15.00	30.00	45.00	75.00

CHESTER, WGCD

D	4.00	4.00	8.00	16.00	24.00	40.00

COLUMBUS, WNOK

D	5.00	5.00	12.00	20.00	36.00	60.00
N	7.00	7.00	16.00	32.00	48.00	80.00

CONWAY, WLAT

D	3.00	4.00	8.00	16.00	24.00	40.00
N	3.00	4.00	8.00	16.00	24.00	40.00

DILLON, WDSC

D		5.00	10.00	20.00	30.00	50.00
N		5.00	10.00	20.00	30.00	50.00

GEORGETOWN, WGTN

D	4.00	4.50	9.00	17.00	30.00	50.00
N	4.00	4.50	9.00	17.00	30.00	50.00

GREENVILLE, WESC

D	7.00	7.00	15.00	28.00	42.00	70.00

HARTSVILLE, WHSC

D	3.00	3.00	8.00	16.00	24.00	40.00
N	3.00	3.00	8.00	16.00	24.00	40.00

NEWBERRY, WKDK

D	5.00	5.00	12.00	24.00	36.00	60.00
N	5.00	5.00	12.00	24.00	36.00	60.00

ORANGEBURG, WRNO

D	4.00	4.00	8.00	18.00	25.00	35.00
N	5.00	5.00	10.00	20.00	30.00	50.00

ROCK HILL, WRHI

D	4.50	5.00	9.00	17.00	30.00	50.00
N	4.50	5.00	9.00	17.00	30.00	50.00

SUMTER, WFIG

D	5.00	5.00	10.00	18.00	28.00	40.00
N	6.00	6.00	14.00	24.00	30.00	50.00

UNION, WBCU

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WALTERBORO, WALD

D		5.00	15.00	25.00	40.00	60.00
N		5.00	15.00	25.00	40.00	60.00

SOUTH DAKOTA

ABERDEEN, KSDN

D	5.50	5.50	11.00	22.00	33.00	55.00
N	8.00	8.00	16.00	32.00	48.00	80.00

HURON, KIJV

D	2.40	4.00	9.60	19.20	28.80	48.00
N	3.00	5.00	12.00	24.00	36.00	60.00

MITCHELL, KORN

D	3.75	5.00	10.00	20.00	30.00	50.00
N	4.50	6.00	12.00	24.00	36.00	60.00

SIOUX FALLS, KIHO

D	5.00	6.00	12.00	24.00	36.00	60.00
N	8.00	10.00	18.00	36.00	54.00	90.00

YANKTON, WNAX

D	14.00	21.00	26.00	52.00	78.00	130.00
N	18.00	27.00	37.00	75.00	140.00	275.00

TENNESSEE

CHATTANOOGA, WAGC

D	5.00	6.00	10.00	20.00	30.00	50.00
N	8.00	10.00	18.00	40.00	60.00	100.00

CLARKSVILLE, WJZM

D	4.00	4.00	7.00	12.50	24.00	40.00
N	4.00	4.00	7.00	12.50	24.00	40.00

CLEVELAND, WBAC

D	4.50	5.00	7.50	12.50	22.50	40.00
N	4.50	5.00	7.50	12.50	22.50	40.00

COLUMBIA, WKRM

D	2.40	3.00	4.20	8.40	14.40	24.00
N	3.20	4.00	5.60	11.20	19.20	32.00

DYERSBURG, WDSG

D	5.50	6.50	10.00	18.00	36.00	60.00
N	5.50	6.50	10.00	18.00	36.00	60.00

ELIZABETHTON-JOHNSON CITY, WBEJ

	SB	1M	5M	15M	30M	1 Hr
D	3.75	3.75	9.38	17.50	31.25	50.00
N	3.75	3.75	9.38	17.50	31.25	50.00

FAYETTEVILLE, WEKR

D	3.25	3.25	7.50	14.50	26.00	40.00
N	3.25	3.25	7.50	14.50	26.00	40.00

GREENEVILLE, WGRV

D	3.75	3.75	9.38	17.50	31.25	50.00
N	3.75	3.75	9.38	17.50	31.25	50.00

HARRIMAN, WHBT

D	5.00	5.00	8.00	15.00	24.00	40.00
N	5.00	5.00	8.00	15.00	24.00	40.00

JACKSON, WDXI

D	3.00	6.00	8.00	18.00	30.00	50.00
N	4.00	8.00	12.00	30.00	45.00	75.00

KNOXVILLE, WKGN

D	6.00	6.00	9.00	20.00	30.00	50.00
N	8.00	8.00	13.00	25.00	50.00	100.00

McMINNVILLE, WMMT

D		3.50	7.50	15.00	25.00	40.00
N		3.50	7.50	15.00	25.00	40.00

MEMPHIS, WHBQ

D	13.50	16.00	21.50	42.70	64.00	106.00
N	18.00	24.00	34.00	64.00	96.00	160.00

MORRISTOWN, WCRK

D	4.00	6.00	16.00	24.00	36.00	60.00
N	4.00	6.00	16.00	24.00	36.00	60.00

MURFREESBORO, WGNS

D	5.00	6.00	9.00	28.80	30.00	50.00
N	6.00	8.00	16.00	36.40	48.00	80.00

NASHVILLE, WMAK

D	9.60	9.60	19.20	38.40	57.60	96.00
N	16.00	16.00	32.00	64.00	96.00	160.00

OAK RIDGE, WATO

D	6.00	6.00	9.00	18.00	27.00	45.00
N	8.50	8.50	14.40	26.00	39.00	65.00

SHELBYVILLE, WHAL

D	3.00	3.00	7.50	13.00	25.00	40.00
N	3.00	3.00	7.50	13.00	25.00	40.00

UNION CITY, WENK

D	4.00	5.00	8.00	13.00	24.00	45.00
N	5.00	6.00	11.00	25.00	40.00	70.00

WINCHESTER, WCDT

D	3.00	3.00	7.50	14.00	25.00	40.00
N	3.00	3.00	7.50	14.00	25.00	40.00

TEXAS

ABILENE, KWKC

D		6.50	12.00	20.00	30.00	50.00
N		6.50	12.00	20.00	30.00	50.00

ALPINE, KVLF

D	4.00	4.00	7.50	12.00	18.00	30.00
N	4.00	4.00	7.50	12.00	18.00	30.00

AMARILLO, KAMQ

D	9.00	10.00	20.00	30.00	50.00	80.00
N	9.00	10.00	20.00	30.00	50.00	80.00

AUSTIN, KVET

D	6.00	7.50	12.00	24.00	36.00	60.00
N	11.00	14.00	24.00	48.00	72.00	120.00

BAY CITY, KIOX

D	4.00	5.50	8.00	18.00	30.00	50.00
N	4.00	5.50	8.00	18.00	30.00	50.00

BORGER, KHUZ

D	2.50	4.00	10.00	15.00	25.00	40.00
N	3.50	5.00	12.00	18.00	27.00	48.00

BROWNWOOD, KBWD

D	3.25	6.25	9.00	18.00	27.00	43.00
N	5.00	10.00	13.50	20.00	38.50	65.00

BRYAN, KORA

D	1.78	3.90	8.32	13.65	20.48	32.50
N	2.30	7.15	10.93	19.11	27.30	44.83

CHILDRESS, KCTX

D	2.50	3.50	7.00	12.00	21.00	35.00
N	2.50	3.50	7.00	12.00	21.00	35.00

CORPUS CHRISTI, KUNO

D	7.50	8.50	20.00	36.00	52.00	90.00
N	11.60	13.00	26.00	48.00	76.00	130.00

DALLAS, WRR

D	9.00	12.00	24.00	48.00	72.00	120.00
N	14.00	18.00	40.00	80.00	120.00	200.00

EL PASO, KSET

D	4.50	6.00	7.50	15.00	22.50	37.50
N	9.00	9.00	15.00	30.00	45.00	75.00

FORT WORTH, KFJZ

D	9.00	12.00	24.00	48.00	72.00	120.00
N	14.00	18.00	40.00	80.00	120.00	200.00

FREDERICKSBURG, KNAF

D	2.00	3.00	7.00	11.00	18.00	31.00
N	2.00	3.00	7.00	11.00	18.00	31.00

GALVESTON, KLUF

D	4.15	4.25	6.50	13.00	19.50	32.50
N	8.30	8.50	13.00	26.00	39.00	65.00

GREENVILLE, KGVL

D	3.50	4.50	9.00	18.00	27.00	45.00
N	3.50	4.50	9.00	18.00	27.00	45.00

HOUSTON, KTHT

	SB	1M	5M	15M	30M	1 Hr
D	10.00	12.00	24.00	42.00	72.00	120.00
N	20.00	24.00	48.00	84.00	144.00	240.00

HUNTSVILLE, KSAM

D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.00	10.00	16.00	24.00	40.00

LUBBOCK, KCBD

D	9.00	9.00	14.00	28.00	42.00	70.00
N	9.00	9.00	14.00	28.00	42.00	70.00

LUFKIN, KTRE

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.50	7.50	15.00	30.00	45.00	75.00

MARSHALL, KMHT

D	3.50	4.90	8.00	16.00	24.00	40.00
N	3.50	4.90	8.00	16.00	24.00	40.00

McALLEN, KRIO

D	5.00	6.00	12.00	24.00	36.00	60.00
N	6.00	10.00	20.00	32.00	48.00	80.00

MONAHANS, KVKM

D	4.00	4.00	7.50	12.00	18.00	30.00
N	4.00	4.00	7.50	12.00	18.00	30.00

ODESSA, KRIG

D	6.00	9.00	15.00	24.00	36.00	60.00
N	6.00	9.00	15.00	24.00	36.00	60.00

PAMPA, KPDN

D	4.50	6.65	9.25	18.50	28.00	46.50
N	4.50	6.65	9.25	18.50	28.00	46.50

PECOS, KIUN

D	4.00	4.00	7.50	12.00	18.00	30.00
N	4.00	4.00	7.50	12.00	18.00	30.00

PERRYTON, KEYE

D	3.00	4.00	10.00	15.00	25.00	40.00

PLAINVIEW, KVOP

D	3.00	4.50	7.50	12.00	18.00	30.00
N	3.00	4.50	7.50	12.00	18.00	30.00

PORT ARTHUR-BEAUMONT, KPAC

D		8.00	15.00	25.00	40.00	65.00
N		13.00	25.00	45.00	65.00	110.00

SAN ANGELO, KTXL

D	6.50	6.50	12.00	20.00	30.00	50.00
N	6.50	6.50	12.00	20.00	30.00	50.00

SAN ANTONIO, KMAC

D	9.00	12.00	20.00	40.00	60.00	100.00
N	18.00	24.00	40.00	80.00	120.00	200.00

SHAMROCK, KEVA

D	2.70	3.75	6.00	12.00	22.50	45.00
N	2.70	3.75	6.00	12.00	22.50	45.00

SHERMAN-DENISON, KRRV

D	7.50	7.50	12.50	18.00	30.00	50.00
N	10.00	10.00	15.00	21.60	36.00	60.00

STAMFORD, KDWT

D	2.50	4.00	9.00	18.00	27.00	45.00
N	2.50	4.00	9.00	18.00	27.00	45.00

SULPHUR SPRINGS, KSST

D	1.95	2.93	6.24	12.48	18.72	31.20
N	1.95	2.93	6.24	12.48	18.72	31.20

SWEETWATER, KXOX

D	2.50	4.00	9.00	18.00	27.00	45.00
N	2.50	4.00	9.00	18.00	27.00	45.00

TEMPLE, KTEM

D	2.80	4.00	6.00	12.00	18.00	30.00
N	4.20	6.00	9.00	18.00	36.00	45.00

TEXARKANA, KTFS

N	4.40	4.40	10.00	20.00	35.00	60.00
D	4.40	4.40	10.00	20.00	35.00	60.00

TYLER, KGKB

D	4.00	4.00	10.00	20.00	40.00	70.00
N	4.00	4.00	10.00	20.00	40.00	70.00

UVALDE, KVOU

D	2.50	3.50	8.00	14.00	21.00	35.00
N	2.50	3.50	8.00	14.00	21.00	35.00

VERNON, KVWC

D	3.60	4.50	7.50	15.00	26.25	45.00
N	3.60	4.50	7.50	15.00	26.25	45.00

VICTORIA, KVIC

D	3.83	5.10	8.50	13.60	20.40	34.00
N	5.10	7.65	12.75	20.40	30.60	51.00

WACO, KWTX

D	6.00	7.00	10.00	18.00	30.00	50.00
N	9.00	10.00	15.00	35.00	60.00	100.00

WICHITA FALLS, KTRN

D	5.20	5.20	12.00	24.00	36.00	60.00
N	7.80	7.80	18.00	36.00	54.00	90.00

UTAH

LOGAN, KVNU

D	4.50	5.00	8.00	13.50	21.50	32.50
N	5.00	6.00	9.50	14.50	23.00	40.00

OGDEN, KLO

D		8.45	13.00	26.00	39.00	65.00
N		13.00	20.00	40.00	60.00	100.00

PRICE, KOAL

D	3.00	3.75	6.00	12.00	18.00	30.00
N	3.00	3.75	6.00	12.00	18.00	30.00

PROVO, KOVO

	SB	1M	5M	15M	30M	1 Hr
D	3.31	3.31	5.52	11.04	17.66	27.60
N	5.00	5.00	7.60	14.80	23.20	40.00

SALT LAKE CITY, KALL

D	8.50	8.50	17.50	30.00	50.00	80.00
N	15.00	15.00	25.00	45.00	72.00	125.00

VERMONT

RUTLAND, WSYB

D	6.00	6.00	12.00	25.00	36.00	60.00

WATERBURY, WDEV

D	8.00	8.00	12.00	24.00	36.00	60.00
N	8.00	8.00	12.00	24.00	36.00	60.00

VIRGINIA

BEDFORD, WBLT
(no rates available)

BLACKSTONE, WKLV

D	2.00	3.00	6.00	15.00	25.00	40.00
N	2.00	3.00	6.00	15.00	25.00	40.00

BRISTOL, WFHG

D	1.85	3.05	7.60	12.00	18.00	36.00

CULPEPER, WCVA

D	3.50	3.50	7.00	15.00	22.50	35.00
N	3.50	3.50	7.00	15.00	22.50	35.00

DANVILLE, WDVA

D	5.50	6.50	10.00	20.00	30.00	50.00
N	7.50	9.00	12.50	24.00	40.00	75.00

FRONT ROYAL, WFTR

D	3.00	4.00	10.00	20.00	32.00	54.00
N	3.00	4.00	10.00	20.00	32.00	54.00

GALAX, WBOB

D	4.00	5.00	7.50	15.00	22.00	36.00
N	4.00	5.00	7.50	15.00	22.00	36.00

LEXINGTON, WREL

D	2.25	3.25	7.25	14.40	24.00	40.00
N	2.40	4.00	8.50	16.20	27.00	45.00

LYNCHBURG, WWOD

D	7.50	7.50	10.00	24.00	36.00	60.00
N		10.00	20.00	40.00	60.00	100.00

(Continued on page 24)

Dependable PERFORMANCE at LOWER COST

H&P TOWER LIGHTING EQUIPMENT

H & P lighting equipment, consistently specified by outstanding radio engineers, is furnished as standard equipment by most leading tower manufacturers.

"PECA" SERIES
PHOTO-ELECTRIC CONTROL

Factory-set to turn lights on at 35 f.c.; off at 58 f.c. as specified by CAA. Low-loss circuit insulation. High-wattage industrial type resistors. Tube ratings well over operational requirements. Fail-Safe: if any parts fail in service, lights automatically turn on.

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Obstruction Lights • Complete Light Kits
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Los Angeles 48, Calif
60 E 42nd St. New York 17, N. Y

MBS NETWORK

SPOT RATE FINDER

(Continued from page 23)

NORFOLK-PORTSMOUTH, WSAP

	SB	1M	5M	15M	30M	1 Hr
D	4.50	7.50	12.00	24.00	36.00	60.00
N	7.00	11.00	24.00	48.00	72.00	120.00

NORTON, WNVA

D	3.50	5.00	10.00	20.00	35.00	60.00
N	3.50	5.00	10.00	20.00	35.00	60.00

ORANGE, WJMA

D	3.00	3.00	6.00	12.00	18.00	30.00
N	3.00	3.00	6.00	12.00	18.00	30.00

PETERSBURG, WSSV

D	4.20	7.00	12.00	20.00	45.00	75.00
N	4.20	7.00	12.00	20.00	45.00	75.00

PULASKI, WPUV

D	3.00	4.00	8.00	16.00	24.00	40.00
N	3.50	5.00	10.00	20.00	30.00	50.00

RICHMOND, WLEE

D	6.50	10.00	14.00	28.00	42.00	70.00
N	10.00	16.00	28.00	56.00	84.00	140.00

ROANOKE, WROV

D	4.25	5.25	10.50	21.00	32.00	54.00
N	6.50	8.00	16.00	32.00	48.00	80.00

WAYNESBORO, WAYB

D	2.25	3.25	7.25	14.40	24.00	40.00
N	2.40	4.00	8.50	16.20	27.00	45.00

WASHINGTON

ABERDEEN, KXRO

D	5.25	5.25	10.50	14.00	21.00	35.00
N	7.50	7.25	15.00	20.00	30.00	50.00

BELLINGHAM, KPUG

D	8.00	8.00	12.00	16.00	24.00	36.00
N	10.00	10.00	16.00	24.00	36.00	60.00

Note: All rates one-time. For complete explanation see Foreword.

CENTRALIA-CHEHALIS, KELA

	SB	1M	5M	15M	30M	1 Hr
D	5.50	5.50	8.40	14.00	21.00	35.00
N	7.00	7.00	10.00	20.00	30.00	50.00

EVERETT, KRKO

D	5.50	5.50	8.40	14.00	21.00	35.00
N	7.00	7.00	10.00	20.00	30.00	50.00

LONGVIEW, KWLK

D	5.25	5.25	10.50	14.00	21.00	35.00
N	7.50	7.50	14.25	19.00	30.00	50.00

OLYMPIA, KGY

D	5.25	5.25	10.50	14.00	21.00	35.00
N	7.50	7.50	15.00	20.00	30.00	50.00

SEATTLE, KVI

D	12.50	20.00	23.00	40.00	60.00	100.00
N	25.00	40.00	46.00	80.00	120.00	200.00

SPOKANE, KNEW

D	8.00	10.00	15.00	28.00	42.00	70.00
N	16.00	20.00	30.00	56.00	84.00	140.00

WALLA WALLA, KUJ

D	7.50	9.00	15.00	24.00	36.00	60.00
N	10.00	12.00	20.00	32.00	48.00	80.00

WENATCHEE, KWNW

D	5.00	5.00	10.00	16.00	34.00	40.00
N	5.00	5.00	10.00	16.00	34.00	40.00

YAKIMA, KYAK

D	5.59	5.59	12.50	20.00	30.00	50.00
N	8.00	8.00	15.00	25.00	40.00	60.00

WEST VIRGINIA

BECKLEY, WWNR

D	4.00	4.00	8.00	16.00	24.00	40.00
N	5.00	5.00	10.00	20.00	30.00	50.00

BLUEFIELD, WKOY

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.00	8.00	16.00	24.00	40.00
N	4.50	6.00	12.00	24.00	36.00	60.00

CHARLESTON, WTIP

D	5.50	6.50	10.00	20.00	30.00	50.00
N	5.50	6.50	10.00	20.00	30.00	50.00

CLARKSBURG, WHAR

D	1.75	2.00	4.00	8.00	12.00	20.00
N	2.50	3.50	7.00	14.00	19.00	35.00

ELKINS, WDNE

D	3.25	4.50	8.00	15.00	24.00	40.00
N	4.50	7.00	12.00	20.00	32.00	55.00

FAIRMONT, WVVW

D	4.50	6.00	11.00	18.00	30.00	45.00
N	6.00	9.00	15.00	25.00	45.00	70.00

HUNTINGTON, WPLH

D	4.00	5.00	10.00	15.00	30.00	50.00
N	6.40	8.00	16.00	32.00	48.00	80.00

MONTGOMERY, WMON

D	5.00	6.00	8.00	15.00	24.00	40.00
N	6.00	7.50	10.00	20.00	35.00	60.00

MORGANTOWN, WAJR

D	4.50	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	24.00	36.00	60.00

RONCEVERTE, WRON

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WELCH, WBRW

D	3.00	3.75	7.50	18.00	27.00	45.00
N	4.50	6.00	12.75	28.50	42.75	67.50

WHEELING-BELLAIRE, WTRF

D	9.00	10.00	15.00	24.00	40.00	70.00
N	10.00	12.50	18.00	35.00	60.00	110.00

WILLIAMSON, WBTH

D	5.00	5.00	12.00	24.00	36.00	60.00
N	5.00	5.00	12.00	24.00	36.00	60.00

WISCONSIN

APPLETON, WHBY

D	5.75	5.75	13.00	22.00	35.00	60.00
N	8.75	8.75	16.00	32.00	48.00	80.00

ASHLAND, WATW

D	3.00	4.50	9.00	18.00	27.00	45.00
N	4.50	6.00	15.00	30.00	45.00	75.00

BELOIT, WGEZ

D		4.80	12.00	19.20	28.80	48.00
N		6.00	15.00	24.00	36.00	60.00

EAU CLAIRE, WBIZ

D	2.00	2.80	5.35	9.65	19.25	33.00
N	4.25	4.25	8.25	17.50	30.00	60.00

FOND DU LAC, KFIZ

D		6.00	10.00	20.00	30.00	50.00
N		7.00	14.00	28.00	42.00	70.00

JANESVILLE, WCLO

D	5.60	5.60	14.00	22.40	33.80	56.00
N	7.00	7.00	17.50	28.00	42.00	70.00

LA CROSSE, WLCX

D	4.95	6.60	8.50	17.00	25.50	42.50
N	8.00	10.00	17.00	34.00	51.00	85.00

MANITOWOC, WOMT

D	5.50	6.50	11.00	18.50	31.00	52.00
N	6.50	7.50	15.00	26.00	43.00	72.00

MADISON, WKOW

	SB	1M	5M	15M	30M	1 Hr
D	9.00	9.00	18.00	30.00	54.00	90.00
N	15.00	15.00	30.00	50.00	90.00	150.00

MEDFORD, WIGM

D	1.50	4.25	6.00	10.50	18.50	28.50
N	1.50	4.25	6.00	10.50	18.50	28.50

RHINELANDER, WOBT

D	4.00	4.00	6.00	12.00	18.00	30.00
N	6.00	6.00	10.00	20.00	30.00	50.00

RICE LAKE, WJMC

D		2.95	5.70	12.10	24.15	39.00
N		3.95	7.60	16.10	32.20	55.20

WISCONSIN RAPIDS, WFHR

D	6.00	6.00	9.00	17.00	25.00	42.00
N	7.00	7.00	14.00	21.00	28.00	70.00

WYOMING

CASPER, KSPR

D	3.50	3.50	6.50	10.80	18.00	30.00
N	5.00	5.00	11.00	18.00	30.00	50.00

LANDER, KOVE

D	3.50	3.00	5.00	9.00	16.00	27.50
N	4.50	3.50	6.00	10.00	18.00	30.00

LARAMIE, KOWB

D	4.50	6.00	8.00	16.00	24.00	40.00
N	6.00	7.50	11.00	22.00	33.00	55.00

POWELL, KPOW

D	4.00	4.00	7.50	15.00	26.00	45.00
N	4.00	4.00	7.50	15.00	26.00	45.00

ROCK SPRINGS, KVRS

D	5.00	5.00	10.00	18.50	27.50	45.00
N	7.50	7.50	12.50	25.00	37.50	60.00

SHERIDAN, KWYO

D	3.75	3.75	7.50	15.00	26.25	45.00
N	5.00	5.00	10.00	20.00	35.00	60.00

ALASKA

ANCHORAGE, KENI

D	5.00	7.00	10.00	20.00	30.00	50.00
N	7.00	11.25	18.00	30.00	45.00	80.00

FAIRBANKS, KFAR

D	6.00	9.00	14.25	24.00	36.00	60.00
N	8.00	12.00	19.00	32.00	50.00	100.00

HAWAII

HILO, KIPA

D	3.25	3.90	6.88	13.00	19.50	32.50
N	5.20	7.80	13.00	26.00	39.00	65.00

PUERTO RICO

SAN JUAN, WAPA

D			7.50	15.00	27.50	50.00
N			15.00	30.00	55.00	100.00

1560 ON YOUR DIAL
PEORIA'S NBC STATION
KCNA
Tailored RADIO-TV
ALBUMS FOR YOUR STATION—
AT NO COST TO YOU . . .
Here's THE outstanding radio-television promotion! Builds both audience and advertisers. Proven by hundreds of radio stations over past 12 years . . . now proven a "natural" for television too. Each colorful album individually prepared. Exclusive — available to only one station in a city. No cost to you or your listeners. Plus added CASH FOR YOUR STATION.
Write, wire or phone 4-3262
American
RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois

SPOT RATE FINDER

ALABAMA

BIRMINGHAM, WBRC

	SB	1M	5M	15M	30M	1 Hr
D	17.00	17.00	30.00	44.00	66.00	100.00
N	30.00	30.00	60.00	88.00	132.00	220.00

MOBILE, WALA

D	10.00	10.00	11.25	24.00	36.00	60.00
N	15.00	15.00	22.50	48.00	72.00	120.00

MONTGOMERY, WSFA

D	7.50	7.50	12.00	20.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

ARIZONA

DOUGLAS, KAWT

D	4.00	4.00	5.00	10.00	15.00	25.00
N	8.00	8.00	10.00	20.00	30.00	50.00

GLOBE, KWJB

D		4.00	5.00	10.00	15.00	25.00
N		8.00	10.00	20.00	30.00	50.00

PHOENIX, KTAR

D		11.50	16.00	32.00	48.00	80.00
N		23.00	32.00	64.00	96.00	160.00

PRESCOTT, KYCA

D		4.00	5.00	10.00	15.00	25.00
N		8.00	10.00	20.00	30.00	50.00

SAFFORD, KGLU

D	4.00	4.00	6.00	12.00	18.00	30.00
N	8.00	8.00	12.00	24.00	36.00	60.00

TUCSON, KVOA

D	6.50	6.50	8.00	16.00	24.00	40.00
N	13.00	13.00	16.00	32.00	48.00	80.00

YUMA, KYUM

D		4.00	5.00	10.00	15.00	25.00
N		8.00	10.00	20.00	30.00	50.00

ARKANSAS

LITTLE ROCK, KARK

D		12.00	16.00	28.00	42.00	70.00
N		18.00	30.00	56.00	84.00	140.00

CALIFORNIA

BAKERSFIELD, KERO

D	5.00	5.00	10.00	16.00	24.00	40.00
N	10.00	10.00	20.00	32.00	48.00	80.00

FRESNO, KMJ

D	18.00	18.00	25.00	48.00	72.00	120.00
N	35.00	35.00	50.00	96.00	144.00	240.00

LOS ANGELES, KFI

D	62.50	62.50	84.00	140.00	210.00	350.00
N	125.00	125.00	168.00	280.00	420.00	700.00

SACRAMENTO, KCRA

D	9.00	9.00	15.00	24.00	36.00	60.00
N	18.00	18.00	30.00	48.00	72.00	120.00

SAN DIEGO, KFSD

D	14.00	18.00	24.00	40.00	60.00	100.00
N	28.00	36.00	48.00	80.00	120.00	200.00

SAN FRANCISCO, KNBC

D	36.00	36.00	48.00	96.00	144.00	240.00
N	72.00	72.00	96.00	192.00	288.00	480.00

SANTA BARBARA, KIST

D	4.95	4.95	9.00	16.50	24.00	39.00
N	9.90	9.90	15.00	27.00	42.00	70.00

COLORADO

DENVER, KOA

D	24.00	24.00	32.00	64.00	96.00	160.00
N	48.00	48.00	64.00	128.00	192.00	320.00

CONNECTICUT

HARTFORD, WTIC

D	22.50	38.50	50.00	80.00	120.00	200.00
N	45.00	77.00	100.00	160.00	240.00	400.00

Note: All rates one-time. For complete explanation see Foreword.

DELAWARE

WILMINGTON, WDEL

	SB	1M	5M	15M	30M	1 Hr
D	8.50	10.00	20.00	40.00	60.00	100.00
N	16.00	16.00	30.00	60.00	90.00	160.00

DISTRICT OF COLUMBIA

WASHINGTON, WRC

D	22.50	22.50	30.00	60.00	90.00	150.00
N	45.00	45.00	60.00	120.00	180.00	300.00

FLORIDA

JACKSONVILLE, WJAX

D		10.00	18.50	37.00	60.00	95.00
N		20.00	37.00	74.00	120.00	190.00

LAKELAND, WLAK

D	5.00	5.00	10.00	21.00	30.00	45.00
N	7.00	7.00	14.00	30.00	45.00	75.00

LAKE WORTH, WEAT

D	6.50	3.00	10.00	20.00	30.00	50.00
N	9.00	11.00	14.00	28.00	42.00	70.00

MIAMI, WIOD

D	17.00	17.00	24.00	48.00	72.00	120.00
N	25.00	25.00	40.00	80.00	120.00	200.00

ORLANDO, WORZ

D	7.00	7.00	10.50	21.00	31.50	52.00
N	10.00	10.00	15.00	30.00	45.00	75.00

PENSACOLA, WCOA

D	8.50	8.50	13.75	27.50	44.00	71.50
N	12.00	12.00	19.25	38.50	66.00	110.00

TAMPA, WFLA

D	12.00	12.00	20.00	32.00	50.00	80.00
N	16.00	16.00	35.00	60.00	90.00	160.00

GEORGIA

ATLANTA, WSB

D	39.00	45.00	63.00	97.20	162.00	270.00
N	65.00	75.00	105.00	162.00	270.00	450.00

AUGUSTA, WJBF

D	4.50	4.50	9.00	18.00	27.00	45.00
N	6.00	6.00	12.00	24.00	36.00	60.00

COLUMBUS, WDAK

D	6.00	6.00	10.00	20.00	30.00	50.00
N	9.00	9.00	16.00	32.00	48.00	80.00

SAVANNAH, WSAV

D	9.50	12.00	20.00	37.50	56.00	94.00
N	14.50	18.00	30.00	56.00	84.00	140.00

IDAHO

BOISE, KIDO

D	7.50	7.50	12.00	24.00	36.00	60.00
N	15.00	15.00	24.00	48.00	72.00	120.00

POCATELLO, KSEI

D	10.00	10.00	12.00	24.00	36.00	60.00
N	12.00	12.00	16.00	32.00	48.00	80.00

TWIN FALLS, KTFI

D	6.40	8.00	12.00	24.00	36.00	60.00
N	9.00	11.00	16.00	32.00	48.00	80.00

ILLINOIS

CHICAGO, WMAQ

D	75.00	75.00	90.00	180.00	270.00	450.00
N	150.00	150.00	180.00	360.00	540.00	900.00

PEORIA, WEEK

D	9.00	9.00	13.50	27.00	45.00	75.00
N	16.00	16.00	27.00	54.00	90.00	150.00

INDIANA

ELKHART, WTRC

D	6.00	6.00	15.00	22.00	33.00	54.00
N	7.50	7.50	18.00	36.00	48.00	80.00

EVANSVILLE, WGBF

D	12.00	12.00	24.00	48.00	72.00	120.00
N	15.00	15.00	30.00	60.00	80.00	150.00

(Continued on page 26)

With 28 years of top flight sales effort on behalf of America's leading advertisers, WGY continues to dominate the vast Northeastern market covering upper New York State and western New England.

Here are the facts:*

WGY's total weekly audience is 2½ times greater than the next best station *day and night.*

WGY has 40% more total audience than a combination of the *ten top rated stations in the area.*

WGY covers 54 counties daytime — 51 at night. The next best station covers 14 day — 13 night.

WGY has almost *twice* as many counties in its *primary* coverage as any other station in the area has in its *entire* coverage.

WGY has *9 counties* in its primary area which are *not reached at all* by *any other* Capital District station.

WGY — and only WGY — can deliver audiences in 21 major metropolitan markets with coverage in 5 northeastern states.

* Source Broadcast Measurement Bureau Study #2, Spring 1949.

All in all, your best dollar for dollar value is WGY covering more markets—more audience —with more power than any station in its area—at lower cost than *any* combination of those stations to reach the 21 markets.

810 on your dial
50,000 Powerful watts
affiliated with NBC
WGY
A GENERAL ELECTRIC STATION

NBC NETWORK

SPOT RATE FINDER

(Continued from page 25)

FORT WAYNE, WGL

	SB	1M	5M	15M	30M	1 Hr
D	9.40	9.40	12.50	25.00	37.50	62.50
N	12.50	12.50	25.00	50.00	75.00	125.00

INDIANAPOLIS, WIRE

D	17.00	17.00		48.00	75.00	135.00
N	25.00	25.00		85.00	145.00	260.00

TERRE HAUTE, WBOW

D	8.00	8.00	16.00	32.00	48.00	80.00
N	10.00	10.00	20.00	40.00	60.00	100.00

IOWA

DAVENPORT, WOC

D	12.00	12.00	15.00	40.00	72.00	120.00
N	18.00		30.00	60.00	108.00	180.00

DES MOINES, WHO

D	30.00	45.00	60.00	110.00	170.00	280.00
N	70.00	90.00	104.00	218.00	312.00	520.00

KANSAS

HUTCHINSON, KWBW

D	5.00	6.00	10.00	18.00	30.00	50.00
N	7.00	9.00	15.00	25.00	40.00	75.00

PITTSBURG, KOAM

D	11.40	11.40	22.80	38.00	68.40	114.00
N	15.20	15.20	28.50	47.50	85.50	142.50

WICHITA, KANS

D	9.00	11.00	15.00	24.00	36.00	60.00
N	15.00	17.50	25.00	40.00	60.00	100.00

KENTUCKY

LOUISVILLE, WAVE

D	15.00	20.00	30.00	50.00	75.00	125.00
N	30.00	37.50	60.00	100.00	150.00	250.00

LOUISIANA

ALEXANDRIA, KSYL

D	4.00	5.00	8.00	16.00	22.00	35.00
N	6.00	8.00	12.00	26.00	40.00	65.00

BATON ROUGE, WJBO

D	7.00	10.00	14.00	28.00	42.00	70.00
N	10.50	15.00	28.00	56.00	84.00	140.00

LAFAYETTE, KVOL

D	5.60	5.05	9.50	16.00	30.00
N	8.40	7.50	14.50	18.00	36.00

LAKE CHARLES, KPLC

D	6.00	9.00	12.75	17.00	27.50	45.00
N	12.00	18.00	22.50	34.00	55.00	90.00

MONROE, KNOE

D	4.75	4.75	8.25	23.00	34.00	56.00
N	6.25	6.25	11.00	30.00	45.00	75.00

NEW ORLEANS, WSMB

D	14.00	14.00	18.00	36.00	60.00	100.00
N	22.00	22.00	36.00	72.00	120.00	200.00

Note: All rates one-time. For complete explanation see Foreword.

SHREVEPORT, KTBS

	SB	1M	5M	15M	30M	1 Hr
D	10.00	12.00	22.50	37.50	60.00	100.00
N	20.00	24.00	45.00	75.00	120.00	200.00

MAINE

AUGUSTA, WRDO

D	4.00	4.00	6.00	12.00	18.00	30.00
N	8.00	8.00	12.00	24.00	36.00	60.00

BANGOR, WLBZ

D	9.00	9.00	14.00	28.00	42.00	70.00
N	18.00	18.00	28.00	56.00	84.00	140.00

PORTLAND, WCSH

D	12.00	12.00	18.00	36.00	54.00	90.00
N	24.00	24.00	36.00	72.00	108.00	180.00

MARYLAND

BALTIMORE, WBAL

D	35.00	35.00	50.00	100.00	150.00	250.00
N	70.00	70.00	100.00	200.00	300.00	500.00

CUMBERLAND, WTBO

D	5.50	5.50	10.80	21.60	36.00	60.00
N	8.00	8.00	16.20	32.40	54.00	90.00

MASSACHUSETTS

BOSTON, WBZ

D	35.00	35.00	56.00	112.00	168.00	280.00
N	70.00	70.00	112.00	224.00	336.00	560.00

SPRINGFIELD, WBZA

(Operates in conjunction with WBZ, Boston, Mass.)

MICHIGAN

DETROIT, WWJ

D	48.00	48.00	80.00	160.00	240.00	400.00
N	96.00	96.00	160.00	320.00	480.00	800.00

FLINT, WTAC

D	10.50	10.50	16.80	33.60	50.40	84.00
N	17.50	17.50	28.00	56.00	84.00	140.00

GRAND RAPIDS, WOOD

D	10.00	12.50	20.00	40.00	60.00	100.00
N	20.00	25.00	40.00	80.00	120.00	200.00

SAGINAW-BAY CITY, WSAM

D	8.40	8.40	15.60	30.00	48.00	72.00
N	12.00	12.00	21.60	42.00	72.00	120.00

MINNESOTA

DULUTH, WEBC

D	7.00	7.00	10.00	20.00	37.50	75.00
N	12.00	12.00	18.00	37.50	75.00	140.00

HIBBING, WMFG

D	2.80	2.80	4.15	8.30	15.20	27.60
N	4.80	4.80	7.20	14.40	26.40	48.00

MANKATO, KYSM

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

MINNEAPOLIS, KSTP

D	40.00	50.00	60.00	100.00	150.00	250.00
N	80.00	100.00		200.00	300.00	500.00

ROCHESTER, KROC

D	5.00	6.00	12.00	24.00	36.00	60.00
N	6.00	9.00	16.00	32.00	48.00	80.00

ST. CLOUD, KFAM

D	4.50	4.50	10.90	27.75	40.80	68.00
N	6.75	6.75	13.60	34.00	51.00	85.00

VIRGINIA, WHLB

D	2.40		3.60	7.20	13.20	24.00
N	4.80		7.20	14.40	26.40	48.00

MISSISSIPPI

GREENWOOD, WGRM

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	9.00	22.50	40.00	75.00
N	3.50	3.50	9.00	22.50	40.00	75.00

HATTIESBURG, WFOR

D	4.50	4.50	9.00	18.00	27.00	45.00
N	7.50	7.50	15.00	30.00	45.00	75.00

JACKSON, WJDX

D	10.00	10.00	15.00	24.00	36.00	60.00
N	15.00	15.00	25.00	48.00	72.00	120.00

LAUREL, WAML

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

NATCHEZ, WMIS

D	6.00	6.00	9.00	22.50	40.00	75.00
N	6.00	6.00	9.00	22.50	40.00	75.00

MISSOURI

KANSAS CITY, WDAF

D	30.00	66.00	58.40	73.00	133.00	266.00
N	60.00	132.00	117.60	147.00	266.00	532.00

SPRINGFIELD, KGBX

D	10.00	10.00	15.00	28.00	45.00	80.00
N	16.00	16.00	25.00	40.00	70.00	120.00

ST. LOUIS, KSD

D	32.50	46.50		100.00	170.00	250.00
N	65.00	93.00		200.00	340.00	500.00

MONTANA

BILLINGS, KGHL

D	2.75	4.15	7.00	11.00	16.50	27.50
N	4.50	6.00	10.00	16.00	24.00	40.00

BOZEMAN, KXLQ

(For rates see listing of Z-Net.)

BUTTE, KXLF

D	17.00	17.00	30.00	40.00	80.00	160.00
N	17.00	17.00	30.00	40.00	80.00	160.00

GREAT FALLS, KXLK

(For rates see listing of Z-Net.)

HELENA, KXLJ

(For rates see listing of Z-Net.)

MISSOULA, KXLL

(See Z-Bar Net.)

NEBRASKA

NORTH PLATTE, KODY

D	5.00	5.00	10.80	18.00	30.00	50.00
N	8.00	8.00	15.00	25.00	45.00	80.00

OMAHA, WOW

D	25.00	25.00	45.00	75.00	125.00	200.00
N	50.00	50.00	90.00	150.00	275.00	400.00

NEVADA

RENO, KOH

D	4.00	4.00	8.00	16.00	24.00	40.00
N	8.00	8.00	16.00	32.00	48.00	80.00

NEW JERSEY

TRENTON, WTTM

D	8.00	8.00	12.00	24.00	36.00	60.00
N	16.00	16.00	24.00	48.00	72.00	120.00

NEW MEXICO

ALBUQUERQUE, KOB

D	8.00	12.00	20.00	32.00	48.00	80.00
N	16.00	24.00	40.00	64.00	96.00	160.00

NEW YORK

BINGHAMTON, WINR

D	8.00	10.00	14.00	28.00	42.00	70.00
N	10.00	15.00	24.00	48.00	72.00	120.00

BUFFALO, WBEN

D	18.00	27.50		53.00	80.00	133.00
N	20.00	30.00		64.00	106.00	

ELMIRA, WENY

D		8.00	14.00	28.00	42.00	70.00
N		9.00	18.00	36.00	54.00	90.00

NEW YORK, WNBC

	SB	1M	5M	15M	30M	1 Hr
D	100.00	100.00	120.00	240.00	360.00	600.00
N	200.00	200.00	240.00	480.00	720.00	1,200

ROCHESTER, WHAM

D	33.00	33.00	44.00	88.00	132.00	222.00
N	60.50	60.50	88.00	176.00	264.00	440.00

SCHENECTADY, WGY

D	35.00	35.00	44.00	88.00	132.00	222.00
N	70.00	70.00	88.00	176.00	264.00	440.00

SYRACUSE, WSYR

D	10.00	15.00	26.00	52.00	78.00	130.00
N	20.00	40.00	52.00	104.00	156.00	260.00

NORTH CAROLINA

ASHEVILLE, WISE

D		6.00	10.00	18.00	28.00	47.00
N		8.00	16.00	32.00	48.00	80.00

CHARLOTTE, WSOC

D	7.50	7.50	15.00	30.00	45.00	75.00
N	12.00	12.00	24.00	48.00	77.00	120.00

RALEIGH, WPTF

D	20.00	25.00	32.00	64.00	96.00	160.00
N	40.00	50.00	64.00	128.00	192.00	320.00

WINSTON-SALEM, WSJS

D	8.50	8.50	17.00	35.00	50.00	85.00
N	14.00	14.00	27.00	55.00	85.00	140.00

NORTH DAKOTA

BISMARCK, KFYR

D	10.00	10.00	20.00	40.00	60.00	100.00
N	15.00	15.00	34.00	80.00	120.00	120.00

FARGO, WDAY

D	8.00	12.00	20.00	40.00	60.00	100.00
N	16.00	24.00	40.00	80.00	120.00	200.00

OHIO

CINCINNATI, WLW

D	65.00	110.00	119.75	239.50	360.00	540.00
N	110.00	150.00	239.50	479.00	720.00	1080.00

CLEVELAND, WTAM

D	39.00	39.00	52.00	104.00	156.00	260.00
N	78.00	78.00	104.00	208.00	312.00	520.00

LIMA, WLOK

D		7.00	14.00	28.00	42.00	70.00
N		10.00	20.00	40.00	60.00	100.00

TOLEDO, WSPD

D	15.00	15.00	27.00	48.00	72.00	120.00
N	30.00	30.00	48.00	96.00	144.00	240.00

ZANESVILLE, WHIZ

D	6.50	8.00	11.00	22.00	33.00	55.00
N	9.50	11.00	16.00	32.00	48.00	80.00

OKLAHOMA

OKLAHOMA CITY, WKY

D	25.00	25.00		64.00	108.00	170.00
N	33.00			120.00	180.00	300.00

OREGON

MEDFORD, KMED

D	9.00	9.00	8.00	16.00	24.00	40.00
N	9.00	9.00	16.00	32.00	48.00	80.00

PORTLAND, KGW

D	20.00	27.00	32.50	40.00	66.00	110.00
N	40.00	55.00	65.00	80.00	132.00	220.00

(Continued on page 30)

"VIC" DIEHM Says . . .

WAZL SELLS EASTERN PENN.

- including Luzerne, Carbon, Columbia and Schuylkill counties—one of the great Pennsylvania market areas.
- saturating Luzerne — fourth Penn. county in retail sales: $306,024,000.
- backing your shows with listener and sales promotion to assure sales.
- carefully programmed with NBC's best and local shows tuned to community tastes—the dialing habit since 1932.

HAZLETON, PENN. **WAZL** NBC

Represented by Robt. Meeker Associates

WTAM has a larger audience than the next two Cleveland stations combined

Before your next advertising schedule is placed in Cleveland you'll want to consider these important facts:

1. WTAM's total audience is larger than the next *two* Cleveland stations *combined*. (BMB)
2. WTAM's *daily* audience (6-7 days per week) is over twice as large as the next best station. (BMB)
3. WTAM is the *only* station in Northern Ohio that delivers regular audiences in *four major cities*... Cleveland, Akron, Canton and Youngstown. (BMB and Hooper)
4. WTAM penetrates over twice as many cities as the next best station; WTAM penetrates 48 cities; the next station—22 cities. (BMB)
5. WTAM's primary area (50% and over, BMB) is larger than the next station's *total* area.

After you've considered these facts, chances are you will agree that your schedule belongs on WTAM, Northern Ohio's *Dominant* Station.

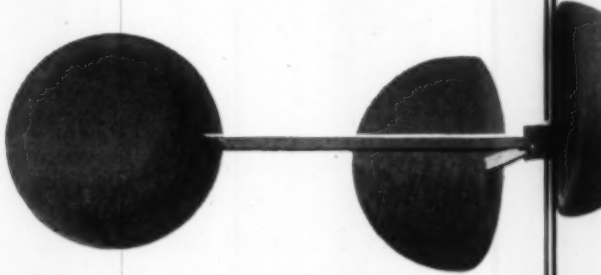
For further information and intelligent assistance in planning *your* schedule in Northern Ohio, write, wire or phone WTAM, NBC Building, Cleveland, or your near-by NBC Spot Salesman.

WTAM NBC
CLEVELAND
Represented Nationally by NBC Spot Sales

NORTHERN OHIO'S DOMINANT STATION

FORECAST FOR

The smartest advertisers—those who want to make the most effective use of network radio—this fall will sponsor one of NBC's **PROGRAMS FOR THE FIFTIES** . . . because they offer the industry's best selection of dramatic, comedy, musical and variety hits . . . because they are conceived and produced with the same sure touch of showmanship which makes **THE HALLS OF IVY, DRAGNET** and **RICHARD DIAMOND** distinguished commercial successes . . . because they are proving, on the air today, that they can win large audiences . . . because they meet the challenge of the times by providing fresh, popular entertainment at prices that make sound advertising sense.



XUM

RFALL

CLOAK AND DAGGER

"NBC has grabbed itself a dilly of a package"—
VARIETY, May 10

JACK LAIT, CONFIDENTIAL

"rates high in the category of true crime stories"—
VARIETY, July 12

PRESENTING CHARLES BOYER

"has a refreshing wit and urbanity . . . and it's commercial, too. It's a solid bet for sponsorship and it could take its place with any fall competition"—
VARIETY, June 28

TALES OF THE TEXAS RANGERS

"one of the best westerns in radio today . . . a sure bet among the top 12"—
TODAY'S ADVERTISING, July 11

$1000 REWARD

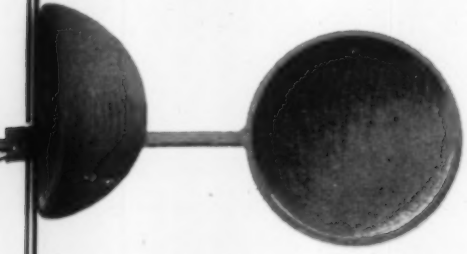
"Here's the latest fashion in crime shows"—
VARIETY, June 28

TOP SECRET

"is pretty good thriller stuff, tightly and competently written . . . and very well produced."—
John Crosby, N. Y. HERALD TRIBUNE, July 17

WANTED

"A contender for fall network sponsorship. A show with imagination and guts."—
VARIETY, July 12



NBC *Programs for the Fifties*

SHOWMANSHIP WITH SALES SENSE

XUM

NBC Network

SPOT RATE FINDER

(Continued from page 26)

PENNSYLVANIA

ALLENTOWN, WSAN

	SB	1M	5M	15M	30M	1 Hr
D	10.00	15.00	18.00	36.00	54.00	90.00
N	16.00	24.00	32.00	64.00	96.00	160.00

ALTOONA, WFBG

D	8.00	8.00	16.00	32.00	48.00	80.00
N	12.00	12.00	24.00	48.00	72.00	120.00

EASTON, WEST

D	5.00	6.00	12.25	27.50	40.00	60.00
N	9.00	9.00	18.00	35.00	55.00	90.00

ERIE, WERC

D	12.00	12.00	20.00	40.00	60.00	100.00
N	18.00	18.00	30.00	60.00	90.00	150.00

HARRISBURG, WKBO

D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

HAZLETON, WAZL

D	4.00	4.00	10.00	20.00	30.00	45.00
N	5.90	5.90	14.00	30.00	46.00	70.00

JOHNSTOWN, WJAC

D	8.00	8.00	16.00	32.00	48.00	80.00
N	12.00	12.00	24.00	48.00	72.00	120.00

LANCASTER, WGAL

D	6.50	7.60	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

LEWISTOWN, WMRF

D	4.50	4.50	10.00	13.00	22.50	40.00
N	6.00	6.00	12.00	20.00	35.00	60.00

PHILADELPHIA, KYW

D	30.00	30.00	50.00	100.00	150.00	250.00
N	60.00	60.00	100.00	200.00	300.00	500.00

PITTSBURGH, KDKA

D	40.00	40.00	60.00	120.00	180.00	300.00
N	80.00	80.00	120.00	240.00	360.00	600.00

READING, WRAW

D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

WILKES-BARRE, WBRE

D	9.00	9.00	13.75	27.50	39.00	63.00
N	11.00	11.00	20.00	39.00	52.00	95.00

WILLIAMSPORT, WRAK

D	4.80	7.50	14.40	28.80	43.20	72.00
N	7.20	10.80	21.60	43.20	64.80	108.00

YORK, WORK

D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

Note: All rates one-time. For complete explanation see Foreword.

RHODE ISLAND

PROVIDENCE, WJAR

	SB	1M	5M	15M	30M	1 Hr
D	9.00	12.00	22.00	44.00	66.00	110.00
N	18.00	24.00	44.00	88.00	122.00	220.00

SOUTH CAROLINA

CHARLESTON, WTMA

D	6.00	6.00	12.00	24.00	36.00	60.00
N	12.00	12.00	24.00	48.00	72.00	120.00

COLUMBIA, WIS

D	10.00	10.00	16.00	32.00	48.00	80.00
N	17.00	17.00	28.00	56.00	84.00	140.00

GREENVILLE, WFBC

D	7.50	7.50	15.00	28.00	42.00	70.00
N	14.00	14.00	28.00	56.00	84.00	140.00

GREENWOOD, WCRS

D	4.00	4.00	7.00	15.00	25.00	40.00
N	5.00	5.00	10.00	20.00	30.00	50.00

SOUTH DAKOTA

SIOUX FALLS, KELO

D	10.00	10.00	18.00	36.00	54.00	90.00
N	15.00	15.00	26.00	52.00	78.00	130.00

TENNESSEE

CHATTANOOGA, WAPO

D	10.00	10.00	14.00	28.00	42.00	70.00
N	18.00	18.00	28.00	56.00	84.00	140.00

KINGSPORT, WKPT

D	5.00	5.00	9.30	18.00	30.00	50.00
N	7.50	7.50	13.75	27.00	45.00	75.00

KNOXVILLE, WROL

	SB	1M	5M	15M	30M	1 Hr
D	12.00	12.00	16.00	32.00	48.00	80.00
N	24.00	24.00	32.00	64.00	96.00	160.00

MEMPHIS, WMC

D	20.00	25.00	40.00	56.00	100.00	150.00
N	35.00	40.00	50.00	95.00	150.00	280.00

NASHVILLE, WSM

D	32.50	37.50	57.50	90.00	137.50	210.00
N	65.00	75.00	115.00	180.00	275.00	420.00

TEXAS

AMARILLO, KGNC

D	13.50	13.50	22.50	36.00	54.00	90.00
N	27.00	27.00	45.00	72.00	108.00	180.00

CORPUS CHRISTI, KRIS

D	6.00	7.20	12.00	24.00	36.00	60.00
N	12.00	14.40	24.00	48.00	72.00	120.00

DALLAS, WFAA

D	27.50	36.00	60.00	96.00	144.00	240.00
N	55.00	72.00	120.00	192.00	288.00	480.00

EL PASO, KTSM

D	8.50	8.50	12.50	25.00	40.00	75.00
N	10.00	10.00	20.00	40.00	72.00	120.00

FT. WORTH, WBAP

D	27.50	36.00	60.00	96.00	144.00	240.00
N	55.00	72.00	120.00	192.00	288.00	480.00

HOUSTON, KPRC

D	20.00	20.00	37.50	54.00	90.00	150.00
N	40.00	40.00	75.00	108.00	180.00	300.00

SAN ANTONIO, WOAI

D	27.50	32.50	40.80	54.40	81.60	136.00
N	55.00	65.00	102.00	136.00	204.00	340.00

WESLACO, KRGV

D	6.00	10.00	15.00	24.00	36.00	60.00
N	12.00	20.00	30.00	48.00	72.00	120.00

UTAH

SALT LAKE CITY, KDYL

D	18.50	18.50	25.00	50.00	70.00	110.00
N	36.00	36.00	50.00	100.00	150.00	220.00

VIRGINIA

BRISTOL, WOPI

D	5.46	5.46	13.65	21.84	32.76	54.60
N	7.80	7.80	17.55	27.30	46.80	78.00

HARRISONBURG, WSVA

D	7.50	7.50	10.00	20.00	30.00	50.00
N	15.00	15.00	20.00	40.00	60.00	100.00

MARTINSVILLE, WMVA

	SB	1M	5M	15M	30M	
D	3.00	4.00	8.00	16.00	24.00	
N	3.50	5.00	10.00	20.00	30.00	

NORFOLK, WTAR

D	11.25	15.00	20.00	40.00	60.00	
N	22.50	30.00	40.00	80.00	120.00	

RICHMOND, WMBG

D	18.00	18.00	25.00	50.00	70.00	
N	36.00	36.00	50.00	100.00	140.00	

WASHINGTON

SEATTLE, KOMO

D	25.00	35.00	37.50	72.00	108.00	
N	60.00	70.00	75.00	144.00	216.00	

SPOKANE, KHQ

D	16.50	20.00	27.50	44.00	66.00	
N	33.00	40.00	55.00	88.00	132.00	

WEST VIRGINIA

BLUEFIELD, WHIS

D	7.50	7.50	15.00	30.00	45.00	
N	10.00	10.00	20.00	40.00	60.00	

CHARLESTON, WGKU

D	8.00	8.00	12.00	30.00	40.00	
N	11.50	11.50	21.50	40.00	60.00	

CLARKSBURG, WBLK

D	5.00	6.00	10.00	20.00	30.00	
N	7.00	8.00	15.00	30.00	45.00	

WISCONSIN

EAU CLAIRE, WEAU

D	5.25	5.25	10.00	18.00	35.00	
N	10.00	10.00	16.50	35.00	70.00	

LA CROSSE, WKBH

D	5.60	7.50	10.00	20.00	30.00	
N	9.00	12.00	20.00	40.00	60.00	

MADISON, WIBA

D	9.00	9.00	18.00	31.50	54.00	
N	15.00	15.00	30.00	52.50	90.00	

MARINETTE, WMAM

D	6.00	6.00	13.00	22.00	35.00	
N	8.00	8.00	16.00	32.00	48.00	

MILWAUKEE, WTMJ

D	31.50	32.50		88.00	132.00	
N	60.66	99.00		176.00	264.00	

WAUSAU, WSAU

D	6.00	6.75		14.00	24.00	
N	8.00	9.00		24.00	36.00	

HAWAII

HONOLULU, KGU

D	7.50	10.00	12.50	20.00	32.00	
N	15.00	18.00	25.00	40.00	61.00	

"VIC" DIEHM says . . .

WAZL SELLS EASTERN PENN.

- including Luzerne, Carbon, Columbia and Schuylkill counties—one of the great Pennsylvania market areas.
- saturating Luzerne — fourth Penn. county in retail sales: $306,024,000.
- backing your shows with listener and sales promotion to assure sales.
- carefully programmed with NBC's best and local shows tuned to community tastes—the dialing habit since 1932.

HAZLETON, PENN. **WAZL** NBC

Represented by Robt. Meeker Associates

When you can get RCA "Know-How"

...why take anything less ?

Your recording need of the moment may be a super-smooth dubbing job . . . or recorded spots utterly faithful to the original . . . or pressings turned out in a hurry, with no sacrifice of quality. Whatever your requirement, you get *top satisfaction* when RCA Victor does the job for you.

RECORDING • PROCESSING • PRESSING

★ All types of phonograph records ★ Transcriptions of every description for every need
★ Slide film and promotion recording facilities ★ Careful handling and prompt delivery

CONTACT AN RCA VICTOR CUSTOM RECORD SALES STUDIO:

120 East 23rd Street
New York 10, New York
MUrray Hill 9-0500

445 North Lake Shore Drive
Chicago 11, Illinois
Whitehall 4-3215

1016 North Sycamore Avenue
Hollywood 38, California
Hillside 5171

You'll find useful facts in our Custom Record Brochure. Send for it today!

First in the field!

RCA VICTOR DIVISION

CUSTOM RECORD SALES

"HIS MASTER'S VOICE"

ABC TV Network

SPOT RATE FINDER

ALABAMA

BIRMINGHAM, WAFM-TV

	SB	1M	5M	15M	30M	1 Hr
D	15.00	20.00	37.50	60.00	90.00	150.00
N	20.00	25.00	50.00	80.00	120.00	200.00

ARIZONA

PHOENIX, KPHO-TV

D	16.00	16.00	20.00	40.00	60.00	100.00
N	24.00	24.00	30.00	60.00	90.00	150.00

CALIFORNIA

LOS ANGELES, KECA-TV

D	112.50	112.50	140.00	210.00	315.00	525.00
N	150.00	150.00	186.50	280.00	420.00	700.00

SAN DIEGO, KFMB-TV

D	32.00	32.00	50.00	80.00	120.00	200.00
N	32.00	32.00	50.00	80.00	120.00	200.00

SAN FRANCISCO, KGO-TV

D	42.00	42.00	56.00	84.00	126.00	210.00
N	70.00	70.00	93.33	140.00	210.00	350.00

CONNECTICUT

NEW HAVEN, WNHC-TV

D	30.00	30.00	50.00	100.00	150.00	250.00
N	30.00	30.00	50.00	100.00	150.00	250.00

DISTRICT OF COLUMBIA

WASHINGTON, WMAL-TV

D	30.00	30.00	60.00	120.00	180.00	300.00
N	60.00	60.00	80.00	160.00	240.00	400.00

FLORIDA

JACKSONVILLE, WMBR-TV

D	22.50	22.50	37.50	60.00	90.00	150.00
N	30.00	30.00	50.00	80.00	120.00	200.00

MIAMI, WTVJ

D	38.00	38.00	56.00	90.00	135.00	225.00
N	50.00	50.00	95.00	120.00	180.00	300.00

GEORGIA

ATLANTA, WSB-TV

D	24.00	24.00	37.50	60.00	90.00	150.00
N	40.00	40.00	62.50	100.00	150.00	250.00

ILLINOIS

CHICAGO, WENR-TV

D	63.00	63.00	94.00	150.00	225.00	375.00
N	125.00	125.00	188.00	300.00	450.00	750.00

ROCK ISLAND, WHBF-TV

D	20.00	20.00	35.00	60.00	90.00	150.00
N	20.00	20.00	50.00	80.00	120.00	200.00

INDIANA

BLOOMINGTON, WTTV

D	22.00	22.00	31.25	60.00	90.00	150.00
N	22.00	22.00	31.25	60.00	90.00	150.00

INDIANAPOLIS, WFBM

D		25.00	37.50	60.00	90.00	150.00
N		40.00	62.50	100.00	150.00	250.00

IOWA

AMES, WOI-TV

N	25.00	25.00	50.00	80.00	180.00	200.00

KENTUCKY

LOUISVILLE, WAVE-TV

D	37.50	37.50	47.00	75.00	112.50	187.50
N	50.00	50.00	62.50	100.00	150.00	250.00

LOUISIANA

NEW ORLEANS, WDSU-TV

D	25.00	25.00	56.25	75.00	112.50	187.50
N	40.00	40.00	75.00	100.00	150.00	225.00

Note: All rates one-time. For complete explanation see Foreword.

MARYLAND

BALTIMORE, WAAM

	SB	1M	5M	15M	30M	1 Hr
D			67.50	135.00	202.50	337.50
N			90.00	180.00	270.00	450.00

MASSACHUSETTS

BOSTON, WNAC-TV

D	60.00	60.00	90.00	160.00	240.00	400.00
N	70.00	70.00	120.00	240.00	360.00	600.00

MICHIGAN

DETROIT, WXYZ-TV

D	65.00	65.00	80.00	160.00	240.00	400.00
N	100.00	100.00	140.00	240.00	360.00	600.00

GRAND RAPIDS, WLAV-TV

D	45.00	45.00	62.50	100.00	150.00	250.00
N	45.00	45.00	62.50	100.00	150.00	250.00

LANSING, WJIM-TV

D	20.00	25.00	40.00	60.00	95.00	120.00
N	30.00	35.00	50.00	80.00	120.00	200.00

MINNESOTA

MINNEAPOLIS, WTCN-TV

D	37.50	75.00	95.00	150.00	225.00	375.00
N	50.00	100.00	126.00	200.00	300.50	500.00

MISSOURI

KANSAS CITY, WDAF-TV

D	30.00	30.00	59.00	60.00	90.00	150.00
N	60.00	60.00	78.00	120.00	180.00	300.00

NEBRASKA

OMAHA, KMTV

N	50.00	50.00	62.50	100.00	150.00	250.00

NEW MEXICO

ALBUQUERQUE, KOB-TV

N	12.00	12.00	30.00	45.00	90.00	155.00

NEW YORK

BINGHAMTON, WNBF-TV

D		18.00	24.00	48.00	72.00	120.00
N		30.00	40.00	80.00	120.00	200.00

BUFFALO, WBEN-TV

D	60.00	60.00	75.00	120.00	180.00	300.00
N	80.00	80.00	100.00	160.00	240.00	400.00

NEW YORK, WJZ-TV

D	100.	120.	188.	300.	450.	750.
N	300.	360.	500.	800.	1,200.	2,000.

ROCHESTER, WHAM-TV

D	30.00	30.00	50.00	80.00	120.00	200.00
N	45.00	45.00	75.00	120.00	180.00	300.00

SCHENECTADY, WRGB

D	30.00	30.00	43.75	70.00	105.00	175.00
N	60.00	60.00	87.50	140.00	210.00	350.00

SYRACUSE, WHEN

D	32.00	32.00	40.00	64.00	96.00	160.00
N	50.00	50.00	66.00	106.00	158.00	265.00

UTICA, WKTV

D	20.00	20.00	35.00	40.00	60.00	100.00
N	24.00	24.00	37.50	60.00	90.00	150.00

NORTH CAROLINA

CHARLOTTE, WBTV

D	27.00	27.00	40.50	54.00	81.00	135.00
N	45.00	45.00	67.50	90.00	135.00	225.00

GREENSBORO, WFMY-TV

D	18.00	18.00	27.00	48.00	72.00	120.00
N	30.00	30.00	45.00	80.00	120.00	200.00

OHIO

CINCINNATI, WCPO-TV

	SB	1M	5M	15M	30M	1 Hr
D	32.50	37.50	50.00	100.00	150.00	250.00
N	65.00	75.00	100.00	200.00	300.00	500.00

CLEVELAND, WEWS

D	34.00	40.00	64.32	96.00	144.00	240.00
N	85.00	100.00	160.00	240.00	360.00	600.00

COLUMBUS, WTVN

D	35.00	35.00	50.00	85.00	130.00	210.00
N	55.00	65.00	90.00	140.00	210.00	350.00

DAYTON, WHIO-TV

D	25.00	25.00	45.00	72.00	108.00	180.00
N	40.00	40.00	75.00	120.00	180.00	300.00

TOLEDO, WSPD-TV

D		30.00	50.00	80.00	120.00	200.00
N		60.00	100.00	160.00	240.00	400.00

OKLAHOMA

OKLAHOMA CITY, WKY-TV

N	50.00	60.00	87.50	140.00	210.00	350.00

TULSA, KOTV

D	21.00	28.00	43.75	70.00	105.00	175.00
N	30.00	40.00	62.50	100.00	150.00	250.00

PENNSYLVANIA

ERIE, WICU

D	38.00	38.00	65.75	105.00	157.50	262.50
N	50.00	50.00	105.00	140.00	210.00	350.00

JOHNSTOWN, WJAC-TV

D	15.00	15.00	22.50	36.00	54.00	90.00
N	22.50	22.50	37.50	60.00	90.00	150.00

LANCASTER, WGAL-TV

D	25.00	25.00	45.00	72.00	108.00	180.00
N	40.00	40.00	75.00	120.00	180.00	300.00

PHILADELPHIA, WFIL-TV

D	80.00	80.00	140.00	224.00	336.00	560.00
N	100.00	100.00	175.00	280.00	420.00	700.00

PITTSBURGH, WDTV

D	15.00	45.00	67.50	108.00	162.00	270.00
N	25.00	75.00	112.00	180.00	270.00	450.00

RHODE ISLAND

PROVIDENCE, WJAR-TV

D	40.00	40.00	65.00	100.00	150.00	250.00
N	40.00	40.00	65.00	100.00	150.00	250.00

TENNESSEE

MEMPHIS, WMCT

	SB	1M	5M	15M	30M	1 Hr
N	25.00	30.00	38.00	60.00	90.00	150.00

TEXAS

DALLAS, WFAA-TV

D	18.00	18.00	35.00	48.00	70.00	120.00
N	37.50	37.50	62.50	100.00	150.00	250.00

FORT WORTH, WBAP-TV

D	18.00	18.00	37.50	60.00	90.00	150.00
N	36.00	36.00	75.00	120.00	180.00	300.00

HOUSTON, KPRC-TV

D	24.00	24.00	45.00	60.00	90.00	150.00
N	48.00	48.00	67.50	90.00	135.00	225.00

SAN ANTONIO, WOAI-TV

D	28.13	28.13	37.50	75.00	112.50	187.50
N	37.50	37.50	50.00	100.00	150.00	250.00

UTAH

SALT LAKE CITY, KSL-TV

D	15.00	18.00	22.50	36.00	54.00	90.00
N	25.00	30.00	37.50	60.00	90.00	150.00

VIRGINIA

NORFOLK, WTAR

D		15.00	25.00	40.00	60.00	100.00
N		30.00	50.00	80.00	120.00	200.00

RICHMOND, WTVR

D	30.00	40.00	78.75	101.25	135.00	225.00
N	50.00	60.00	105.00	135.00	180.00	300.00

WASHINGTON

SEATTLE, KING-TV

D	22.50	27.50	35.00	70.00	105.00	175.00
N	45.00	55.00	70.00	140.00	210.00	350.00

WEST VIRGINIA

HUNTINGTON, WSAZ-TV

D	24.00	24.00	37.50	60.00	90.00	150.00
N	24.00	24.00	37.50	60.00	90.00	150.00

WISCONSIN

MILWAUKEE, WTMJ-TV

D	40.00	40.00	56.25	90.00	135.00	225.00
N	80.00	80.00	112.50	180.00	270.00	450.00

CBS TV Network

SPOT RATE FINDER

ALABAMA

BIRMINGHAM, WAFM-TV

	SB	1M	5M	15M	30M	1 Hr
D	15.00	20.00	37.50	60.00	90.00	150.00
N	20.00	25.00	50.00	80.00	120.00	200.00

ARIZONA

PHOENIX, KPHO-TV

D	16.00	16.00	20.00	40.00	60.00	100.00
N	24.00	24.00	30.00	60.00	90.00	150.00

CALIFORNIA

HOLLYWOOD, KTTV

D	60.00	80.00	112.00	160.00	240.00	400.00
N	150.00	200.00	280.00	400.00	600.00	1,000.00

SAN DIEGO, KFMB-TV

D	32.00	32.00	50.00	80.00	120.00	200.00
N	32.00	32.00	50.00	80.00	120.00	200.00

SAN FRANCISCO, KPIX

D	26.00	26.00	46.00	72.00	108.00	180.00
N	52.00	52.00	92.00	144.00	216.00	360.00

CONNECTICUT

NEW HAVEN, WHNC-TV

D	6.00	8.00	15.00	24.00	36.00	60.00
N	8.00	12.00	25.00	40.00	60.00	100.00

DISTRICT OF COLUMBIA

WASHINGTON, WOIC

	SB	1M	5M	15M	30M	1 Hr
D	35.00	35.00	45.00	90.00	135.00	225.00
N	70.00	70.00	90.00	180.00	270.00	450.00

FLORIDA

JACKSONVILLE, WMBR-TV

D	22.50	22.50	37.50	60.00	90.00	150.00
N	30.00	30.00	50.00	80.00	120.00	200.00

MIAMI, WTVJ

D	38.00	38.00	56.00	90.00	135.00	225.00
N	50.00	50.00	75.00	120.00	180.00	300.00

GEORGIA

ATLANTA, WAGA-TV

D	31.00	31.00	48.50	78.00	117.00	195.00
N	52.00	52.00	81.00	130.00	195.00	325.00

ILLINOIS

CHICAGO, WBKB

D	70.00	70.00	141.00	225.00	338.00	562.50
N	105.00	105.00	188.00	300.00	450.00	750.00

(Continued on page 243)

ALABAMA

MARKET INDICATORS FOR ALABAMA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	3,052,395	'50	2,832,961	'40
% of U.S.	2.04%	'50	2.15%	'40
Families	852,624	'50	677,720	'40
Percent Radio	82.7%	'49	71.6%	'46
Radio Families	705,120	'50	515,000	'46
Retail Sales	$1,769,247,000	'49	1,631,403,000	'48
Retail Trade Employes	91,366	'48	54,774	'39
Wholesale Sales Volume	$1,641,053,000	'48	415,700,000	'39
Wholesale Trade Employes	26,007	'48	14,636	'39
Employment (Mid-March)	498,289	'48	484,261	'47
Taxable Payrolls (1st quarter)	$ 253,409,000	'48	225,902,000	'47
Income	$2,585,000,000	'48	763,000,000	'40
Percent distribution	1.25%	'48	1%	'40
Per Capita Income	$ 891	'48	268	'40
Percent of national per capita income	63%	'48	47%	'40
New Construction (Private)	$ 143,900,000	'47	35,600,000	'39
Residential	$ 60,700,000	'47	16,300,000	'39
Non-Residential	$ 49,200,000	'48	8,900,000	'39
Value added by Manufacture	$ 876,933,000	'47	245,577,000	'39
Automobile Registration	596,846	'49	541,993	'48
Telephones	354,800	'49	213,800	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

* * *

SPOT RATE FINDER

ALBERTVILLE, Marshall, 12,597 fam., 84.3% radio, 10,616 radio fam.

	SB	1M	5M	15M	30M	1 Hr
WAVU, 500w-D, 630kc						
D	2.25	2.95	6.50	11.80	17.50	29.50

WAVU-FM, Chan. 286, 105.1mc, 4.7kw, Bonus

ALEXANDER CITY, Tallapoosa, 26,261 fam., 83.3% radio, 21,560 radio fam.

WRFS, 1kw-D, 1050kc, Sears & Ayer

D	4.00	5.00	12.00	24.00	36.00	60.00

WRFS-FM, Chan. 291, 106.1mc, 4.6kw, Sears & Ayer (Bonus daytime only)

N	2.00	2.50	6.00	12.00	18.00	30.00

ANDALUSIA, Covington, 11,266 fam., 77.8% radio, 8,764 radio fam.

WCTA, 250w, 1340kc, MBS

D	2.00	3.75	6.00	10.00	18.00	30.00
N	2.50	5.00	10.00	20.00	30.00	50.00

WCTA-FM, Chan. 251, 98.1mc, 10.5kw (Rates on request)

(Continued on page 34)

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

For Facts on the Mobile Market
Contact
HEADLEY-REED
Representatives of Radio Station
WALA

WTBC DOMINATES TUSCALOOSA

TIME BUYERS: Do Justice to Your Clients by Buying THE Station with THE Listeners

HERE'S THE LATEST SHARE OF AUDIENCE PICTURE *

WTBC Station B	**40.2** (morning)	**45.8** (afternoon)	**35.7** (evening)
	30.4 (morning)	29.2 (afternoon)	26.8 (evening)

Out of town stations have even less ratings.

The Tuscaloosa market and western Alabama can't be covered from the outside—and isn't. Other stations may have the oversized reach, but WTBC is closer to the market. Closer physically and in depth of penetration.

Listener surveys prove it and they're yours for the asking.

Only a locally owned and operated station with firsthand knowledge of community interests can program for community desires. That's how we keep top ratings in Tuscaloosa and western Alabama . . . at the lowest cost per thousand of any station.

If you buy for listeners and proved results—not on power alone—you'll buy WTBC, Tuscaloosa. Sears & Ayer will tell you a lot more.

Our 405 foot tower makes 250 w on 1230 mean much more coverage.

* *Crossley Survey, April 1950.*

The only AP wire in Western Alabama.

WTBC

West Alabama's Only Network Station

TUSCALOOSA, ALABAMA

Represented by: SEARS & AYER

MUTUAL Broadcasting System AFFILIATE

ALABAMA

SPOT RATE FINDER

(Continued from page 33)

ANNISTON, Calhoun, 22,285 fam., 83.5% radio, 18,607 radio fam.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	2.12	2.65	4.75	8.68	16.37	30.00
N	3.62	4.50	7.50	15.37	27.75	50.00

WHMA, 250w, 1450kc, ABC, Sears & Ayer

D	3.00	3.00	4.50	9.37	18.75	35.00
N	6.00	6.00	9.00	18.75	37.50	70.00

WHMA-FM, Chan. 263, 100.3mc, 21kw, Sears & Ayer (Bonus)

WOOB, 250w, 1490kc, MBS

D	1.25	2.30	5.00	8.00	14.00	25.00
N	1.25	3.00	6.00	12.00	18.00	30.00

WSPC, 1kw, 1390kc

D	4.50	6.00	9.00	18.00	25.00	40.00
N	5.75	8.75	13.00	20.00	36.00	60.00

ATHENS, Limestone, 9,975 fam., 80.5% radio, 8,029 radio fam.

WJMW, 250w-D 1010kc
No rates available

ATMORE, Escambia, 8,788 fam., 78.4% radio, 6,889 radio fam.

WATM, 250w-D, 1580kc

D	2.00	2.00	5.00	6.50	12.00	25.00

AUBURN, Lee, 12,584 fam., 77.2% radio, 9,714 radio fam.

WAUD, 250w, 1230kc

D	2.50	4.00	7.50	15.00	27.00	45.00
N	2.50	4.00	7.50	15.00	27.00	45.00

BESSEMER (Birmingham), Jefferson, 154,858 fam., 89.2% radio, 138,133 radio fam.

2 AM non-affiliates, average 1-time rate

D	6.50	6.50	11.00	20.00	34.00	62.50
N	6.50	6.50	11.00	20.00	34.00	62.50

WBCO, 250w, 1450kc

D	5.00	5.00	10.00	20.00	30.00	50.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WILD, 250w, 1400kc, Hooper

D	8.00	8.00	12.00	20.00	38.00	75.00
N	8.00	8.00	12.00	20.00	38.00	75.00

WJLN (FM), Chan. 284, 104.7mc, 23kw

D	5.00	5.00	9.00	12.00	25.00	45.00
N	5.00	5.00	9.00	12.00	25.00	45.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

WGAD

ABC AFFILIATE

GADSDEN, ALA.
Now!

5000

(1000 NIGHT)

WATTS OVER

NORTHEAST ALABAMA

For Economical Coverage

it's

WGAD

JOSEPH HERSHEY McGILLVRA
NAT. REP.

BIRMINGHAM, Jefferson, 154,858 fam., 89.2% radio, 138,133 radio fam.

4 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	12.83	14.12	23.43	38.00	57.75	93.75
N	22.66	24.75	43.75	72.00	108.00	180.00

3 AM non-affiliates, average 1-time rate

D	9.33	19.83	44.66	73.33	116.66

WAPI, 5kw, 1070kc, CBS, Radio Sales, BMB

D	14.00	16.00	20.00	40.00	60.00	100.00
N	28.00	32.00	40.00	80.00	120.00	200.00

WAFM (FM), Chan. 258, 99.5mc, 1kw, Radio Sales

D	7.00	8.00	9.00	13.50	30.00	50.00
N	14.00	16.00	18.00	22.50	50.00	80.00

WAFM-TV, Chan. 13, 13.6kw-aur., 26kw-vis.

D	15.00	20.00	37.50	60.00	90.00	150.00
N	20.00	25.00	50.00	80.00	120.00	200.00

WBRC, 5kw, 960kc, NBC, Raymer, BMB

D	17.00	17.00	30.00	44.00	66.00	100.00
N	30.00	30.00	60.00	88.00	132.00	220.00

WBRC-TV, Chan. 4, 7.25kw-aur., 14.25kw-vis., NBC, DuMont

D	20.00	20.00	37.50	60.00	90.00	150.00
N	20.00	20.00	37.50	60.00	90.00	150.00

WEDR, 1kw-D, 1220kc, McGillvra

D	10.00	17.50	30.00	60.00	120.00

WJLN (FM)
(See Bessemer, Ala., listing)

WKAX, 1kw-D, 900kc, Holman

D	6.00	12.00	12.00	30.00	60.00	100.00

WKAX-FM, Chan. 250, 97.9mc, 8.9k
(No rates available)

WSGN, 5kw-D, 1kw-N, 610kc, ABC, Headley-Reed

D		16.00	25.00	40.00	60.00	100.00
N		27.00	50.00	80.00	120.00	200.00

WSGN-FM, Chan. 229, 93.7mc, 16.9kw (Bonus)

WTNB, 250w, 1490kc, MBS, Taylor

D	7.50	7.50	18.75	30.00	45.00	75.00
N	10.00	10.00	25.00	40.00	60.00	100.00

WVOK, 50kw-D, 690kc, BMB

D		12.00	30.00	74.00	100.00	130.00

BREWTON, Escambia, 8,788 fam., 78.4% radio, 6,889 radio fam.

WEBJ, 250w, 1240kc, MBS

D	2.50	2.50	6.75	12.25	24.00	45.00
N	2.50	2.50	6.75	12.25	24.00	45.00

CLANTON, Chilton, 7,497 fam., 80.5% radio, 6,035 radio fam.

WKLF, 1kw-D, 980kc, Clark

D	2.00	4.00	7.50	15.00	22.50	37.50

CULLMAN, Cullman, 13,689 fam., 84.7% radio, 11,594 radio fam.

WFMH (FM), Chan. 265, 100.9mc, 0.36kw
(No rates available)

WKUL, 250w, 1340kc

D	1.50	2.60	6.50	9.36	16.38	29.25
N	1.50	2.60	6.50	9.36	16.38	29.25

DECATUR, Morgan, 14,765 fam., 85.3% radio, 12,594 radio fam.

WHOS, 1kw-D, 800kc

D	1.00	3.00	8.00	16.00	24.00	40.00

WMSL, 250w, 1400kc, MBS, Crossley

D	2.00	3.00	5.00	10.00	15.00	30.00
N	2.00	3.00	5.00	10.00	15.00	30.00

DEMOPOLIS, Marengo, 8,231 fam., 73.5% radio, 6,049 radio fam.

WXAL, 250w, 1400kc, MBS, KBS

D	2.00	1.50	7.50	10.00	16.00	30.00
N	2.00	1.50	7.50	10.00	16.00	30.00

DOTHAN, Houston, 13,002 fam., 84.0% radio, 10,921 radio fam.

2 AM affiliates, average 1-time rate

D	3.25	3.25	6.00	12.20	21.00	35.00

WAGF, 1kw, 1320kc, MBS, McGillvra

D	3.00	3.00	5.00	10.00	18.00	30.00
N	(Rates on request)					

WDIG, 250w, 1450kc, ABC

D	3.50	3.50	7.00	14.40	24.00	40.00
N	6.00	6.00	10.00	21.60	36.00	60.00

WOOF, 1kw-D, 56kc, Sears & Ayer, BMB

D	1.70	2.00	3.50	6.50	9.50	15.50

ENTERPRISE, Coffee, 8,579 fam., 78.4% radio, 6,725 radio fam.

WIRB, 250w, 1230kc
(No rates available)

EUFAULA, Barbour, 7,638 fam., 74.8% radio, 5,713 radio fam.

WULA, 250w, 1240kc, MBS, Crossley

D	2.70	2.70	5.00	12.50	20.00	35.00
N	2.70	2.70	5.00	12.50	20.00	35.00

FAYETTE, Fayette, 5,417 fam., 81.4% radio, 4,409 radio fam.

WWWF, 1kw-D, 990kc

D	3.50	3.50	7.50	15.00	25.00	35.00

For Facts on the Huntsville Market
Contact
HEADLEY-REED
Representatives of Radio Station
WHBS

FLORENCE, Lauderdale, 15,134 fam., 82.6% radio, 12,500 radio fam.

WJOI, 250w, 1340kc, ABC, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	3.00	3.00	4.50	9.37	18.75	35.00
N	6.00	6.00	9.00	18.75	37.50	70.00

WMFT, 250w, 1240kc

D	2.50	2.50	5.00	10.00	17.50	30.00
N	5.00	5.00	10.00	20.00	35.00	60.00

FORT PAYNE, DeKalb, 12,594 fam., 83.6% radio, 10,528 radio fam.

WFPA, 500w-D, 1290kc
(No rates available)

WZOB, 500w-D, 1290kc

D	3.60	5.60	12.50	22.50	40.00

GADSDEN, Etowah, 6,217 fam., 87.4% radio, 5,433 radio fam.

2 AM affiliates, average 1-time rate

D	3.50	5.37	12.00	21.00	37.50
N	5.75	8.37	20.00	36.50	62.50

WGAD, 5kw-D, 1kw-N, 1350kc, ABC, McGillvra

D	3.60	5.25	12.00	21.00	36.00
N	6.00	8.75	20.00	35.00	60.00

WGWD, 1kw-D, 570kc, Taylor

D	4.00	8.00	16.00	24.00	40.00

WJBY, 250w, 1240kc, MBS, Sears & Ayer

D	3.40	5.50	12.00	21.00	39.00
N	5.50	8.00	20.00	38.00	65.00

WJBY-FM, Chan. 279, 103.7mc, 1.5kw

GREENVILLE, Butler, 8,184 fam., 77.2% radio, 6,318 radio fam.

WGYV, 250w, 1400kc

D	1.50	3.00	3.50	6.30	18.00	30.00
N	1.10	2.00	2.50	5.00	12.00	18.00

GUNTERSVILLE, Marshall, 12,597 fam., 84.3% radio, 10,619 radio fam.

WGSV, 1kw-D, 1270kc

D	2.50	3.25	5.50	10.00	15.00	25.00

HALEYVILLE, Winston, 5,095 fam., 83.2% radio, 4,239 radio fam.

WJBB, 250w, 1230kc

D	2.00		5.00	12.00	18.00	30.00
N	2.00		5.00	12.00	18.00	30.00

HUNTSVILLE, Madison, 20,400 fam., 84.8% radio, 17,299 radio fam.

2 AM affiliates, average 1-time rate

D	3.50	3.50	6.50	13.50	23.00	40.00
N	4.50	4.50	10.50	19.50	32.00	55.00

WBHP, 250w, 1230kc, MBS

D	3.00	3.00	5.00	15.00	28.00	50.00
N	3.00	3.00	5.00	15.00	28.00	50.00

WFUN, 250w, 1450kc

D	3.00	3.00	4.50	9.37	18.75	35.00
N	6.00	6.00	9.00	18.75	37.50	70.00

WHBS, 250w, 1490kc, ABC, Headley-Reed

D	4.00	4.00	8.00	12.00	18.00	30.00
N	6.00	6.00	16.00	24.00	36.00	60.00

WHBS-FM, Chan. 236, 95.1mc, 16kw, Headley-Reed, Bonus

JACKSON, Clarke, 7,411 fam., 78.0% radio, 5,780 radio fam.

WPBB, 1000w-D, 1290kc

D	2.00	2.00	4.00	8.00	16.00	32.00

JASPER, Walker, 17,780 fam., 85.8% radio, 15,255 radio fam.

WWWB, 250w, 1240kc

D		4.00		15.00	30.00	42.00
N		4.00		15.00	30.00	42.00

LANETT, Chambers, 11,050 fam., 84.0% radio, 9,282 radio fam.

WRLD, 250w, 1490kc
(See West Point, Ga.)

MOBILE, Mobile, 63,914 fam., 83.5% radio, 53,368 radio fam.

3 AM affiliates, average 1-time rate

D	9.33	9.33	11.14	22.00	35.00	58.33
N	13.00	13.00	21.50	44.00	66.00	110.00

WABB, 5kw, 1480kc, ABC & MBS, Branham Hooper

D	9.00	9.00	11.00	22.00	33.00	55.00
N	12.00	12.00	22.00	44.00	66.00	110.00

WABB-FM, Chan. 271, 102.1mc, 50kw, Branham, Bonus

For Facts on the Montgomery Market
Contact
HEADLEY-REED
Representatives of Radio Station
WSFA

WALA, 5kw, 1410kc, NBC, Headley-Reed

	SB	1M	5M	15M	30M	1 Hr
D	10.00	10.00	11.25	24.00	36.00	60.00
N	15.00	15.00	22.50	48.00	72.00	120.00

WKAB, 1kw-D, 840kc, LBS

D	6.00	6.00	10.80	24.00	36.00	60.00

WKRG, 1kw-D, 250w-N, 710kc, CBS, Young

D	9.00	9.00	12.00	20.00	36.00	60.00
N	12.00	12.00	20.00	40.00	60.00	100.00

WKRG-FM, Chan. 260, 99.9mc, 3kw, Bonus

MONTGOMERY, Montgomery, 38,583 fam., 80.2% radio, 30,943 radio fam.

4 AM affiliates, average 1-time rates

D	6.66	6.87	11.50	20.00	34.50	57.50
N	9.33	9.50	19.00	38.00	57.00	95.00

WAPX, 1kw, 1600kc, ABC, Walker, Conlan & Hooper

D	7.50	7.50	12.00	20.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WCOV, 250w, 1240kc, CBS

D	5.00	5.00	10.00	20.00	30.00	50.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WCOV-FM, Chan. 233, 94.5mc, 4.1kw, Bonus

WJJJ, 10kw-D, 1kw-N, 1170kc, MBS, Weed

D		7.50	12.00	20.00	36.00	60.00
N		10.00	20.00	40.00	60.00	100.00

WMGY, 1kw-D, 800kc

D	7.50	7.50	12.00	20.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WSFA, 1kw, 1440kc, NBC, Headley-Reed Hooper

D	7.50	7.50	12.00	20.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

MUSCLE SHOALS, Colbert, 11,009 fam., 83.3% radio, 9,170 radio fam.

WLAY, 250w, 1450kc, MBS

D	5.00	5.00	12.00	24.00	36.00	60.00
N	5.00	5.00	12.00	24.00	36.00	60.00

OPELIKA, Lee, 12,584 fam., 77.2% radio, 9,714 radio fam.

WJHO, 250w, 1400kc, MBS

D	1.50	4.00				
N	1.50	4.00	7.50	15.00	27.00	45.00

ROANOKE, Randolph, 6,297 fam., 81.2% radio, 5,113 radio fam.

WELR, 1kw-D, 1360kc, Dodson

D	2.25	2.25	5.40	9.00	15.00	30.00

RUSSELLVILLE, Franklin, 7,203 fam., 81.2% radio, 5,856 radio fam.

WWWR, 1kw-D, 920 kc

D	2.50	3.50	7.50	15.00	25.00	35.00

SELMA, Dallas, 15,640 fam., 74.1% radio, 11,589 radio fam.

2 AM affiliates, average 1-time rate

D	3.75	3.75	7.00	14.00	22.00	
N	5.50	5.00	10.00	20.75	33.00	

WGWC, 250w, 1340kc, CBS, Taylor

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WHBB, 250w, 1490kc, MBS, KBS, Sears & Ayer

D	3.50	3.50	6.00	12.00	20.00	
N	5.00	5.00	8.00	17.50	30.00	

SYLACAUGA, Talladega, 17,811 fam., 80.5% radio, 14,337 radio fam.

WFEB, 250w, 1340 kc, MBS

D		3.75	6.00	10.00	18.00	30.00
N		3.75	6.00	10.00	18.00	30.00

WMLS, 1kw-D, 1290 kc

D	3.00	3.00	4.00	8.50	16.00	

TALLADEGA, Talladega, 17,811 fam., 80.5% radio, 14,337 radio fam.

WHTB, 250w, 1230 kc, MBS, BMB

D	2.50	2.50	7.50	15.00	25.00	50.00
N	2.50	2.50	7.50	15.00	25.00	50.00

TROY, Pike, 8,547 fam., 77.3% radio, 6,6[illegible] radio fam.

WTBF, 250w, 1490kc, MBS

D	3.00	3.00	5.00	10.00	18.00	30.00
N	3.00	3.00	5.00	10.00	18.00	30.00

TUSCALOOSA, Tuscaloosa, 26,261 fam., 82.2% radio, 21,560 radio fam.

WJRD, 5kw-D, 1150kc, Walker, LBS

D	5.00	5.00	7.00	12.00	23.00	46.00
N	5.00	5.00	7.00	12.00	23.00	46.00

WTBC, 250w, 1230kc, MBS, Sears & Ayer

D	3.00	5.00	10.00	24.00	36.00	60.00
N	3.00	5.00	10.00	24.00	36.00	60.00

For Facts on the Birmingham Market
Contact
HEADLEY-REED
Representatives of Radio Station
WSGN

ALABAMA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Emp'ovment Mid-March 1948	Taxable Pay-ro'ls—1st Qtr. 1948 ($000)
Autauga	18,177	20,977	5,077	3,929	77.4	5,276	5,068	1,760	649
Baldwin	41,046	32,324	11,465	9,596	83.7	18,096	20,991	2,983	1,184
Barbour	28,860	32,722	8,061	6,029	74.8	11,116	10,838	3,331	1,215
Bibb	17,955	20,155	3,015	4,247	84.7	7,040	6,620	1,937	763
Blount	28,997	29,490	8,099	6,600	81.5	8,553	8,678	1,076	362
Bullock	16,075	19,810	4,490	3,286	73.2	6,049	4,482	1,343	409
Butler	29,299	32,447	8,184	6,318	77.2	11,685	12,667	3,052	1,132
Calhoun	79,783	63,319	22,285	16,607	83.5	48,664	46,898	16,338	8,301
Chambers	39,560	42,146	11,050	9,282	84.0	11,326	9,850	9,780	5,454
Cherokee	17,455	19,928	4,875	4,197	86.1	4,736	4,145	389	128
Chilton	26,841	27,955	7,497	6,035	80.5	10,947	9,534	1,854	635
Choctaw	19,188	20,195	5,357	4,055	75.7	4,573	5,098	1,995	583
Clarke	26,533	27,636	7,411	5,780	78.0	12,604	15,296	3,444	1,175
Clay	13,641	16,907	3,810	3,078	80.6	5,041	4,462	879	271
Cleburne	11,976	13,629	3,345	2,655	79.4	5,006	2,817	649	202
Coffee	30,713	31,987	8,579	6,725	78.4	10,192	10,251	2,351	817
Colbert	39,413	34,093	11,009	9,170	83.3	18,602	23,113	6,494	3,582
Conecuh	21,807	25,489	6,091	4,744	77.9	6,842	6,193	1,733	619
Coosa	11,771	13,460	3,287	2,632	80.1	2,736	3,051	972	286
Covington	40,333	42,417	11,266	8,764	77.8	22,663	19,727	6,550	2,485
Crenshaw	19,013	23,631	5,310	4,216	79.4	7,237	6,697	1,228	339
Cullman	49,007	47,343	13,689	11,594	84.7	20,979	17,572	2,793	1,041
Dale	20,824	22,685	5,816	4,565	78.5	5,617	6,477	2,073	709
Dallas	55,992	55,245	15,640	11,589	74.1	33,489	29,816	7,224	2,540
De Kalb	45,088	43,075	12,594	10,528	83.6	12,910	14,416	2,760	1,006
Elmore	31,672	34,546	8,846	7,165	81.0	12,281	11,710	4,496	2,314
Escambia	31,463	30,671	8,788	6,889	78.4	18,600	18,862	3,559	1,373
Etowah	93,857	72,580	6,217	5,433	87.4	66,593	60,162	21,859	12,748
Fayette	19,393	21,651	5,417	4,409	81.4	7,923	7,013	2,078	780
Franklin	25,790	27,552	7,203	5,856	81.3	8,878	10,352	1,930	806
Geneva	25,928	29,172	7,242	5,713	78.9	9,723	10,738	2,843	1,057
Greene	16,463	19,185	4,598	3,393	73.8	5,744	6,041	970	246
Hale	20,828	25,533	5,817	4,380	75.3	5,737	5,761	1,030	232
Henry	18,661	21,912	5,212	4,112	78.9	6,056	6,299	1,227	346
Houston	46,550	45,665	13,002	10,921	84.0	33,048	30,716	5,452	2,418
Jackson	38,795	41,802	10,836	8,918	82.3	12,154	11,926	2,407	804
Jefferson	554,393	459,930	154,858	138,133	89.2	530,944	439,163	159,249	93,376
Lamar	16,423	19,708	4,587	3,788	82.2	5,816	4,494	785	263
Lauderdale	54,183	46,230	15,134	12,500	82.6	31,487	30,533	4,342	1,812
Lawrence	27,141	27,880	7,581	6,087	80.3	5,114	5,626	299	93
Lee	45,054	36,455	12,584	9,714	77.2	15,324	21,805	6,727	2,669
Limestone	35,712	35,642	9,975	8,029	80.5	11,489	13,328	1,084	358
Lowndes	18,034	22,661	5,037	3,712	73.7	4,934	4,365	606	134
Macon	30,696	27,654	8,574	6,464	75.4	9,669	8,891	1,155	354
Madison	73,032	66,317	20,400	17,299	84.8	48,069	41,631	8,726	4,006
Marengo	29,467	35,736	8,231	6,049	73.5	11,399	11,646	2,569	858
Marion	27,291	28,776	7,623	6,334	83.1	7,509	8,984	1,717	746
Marshall	45,098	42,395	12,597	10,619	84.3	19,465	25,162	3,442	1,504
Mobile	228,813	141,974	63,914	53,368	83.5	180,642	168,416	58,451	31,767
Monroe	25,732	29,465	7,187	5,613	78.1	10,317	9,382	2,483	880
Montgomery	138,129	114,420	38,583	30,943	80.2	131,983	109,001	24,885	11,484
Morgan	52,861	48,148	14,765	12,594	85.3	32,664	34,389	7,610	3,858
Perry	20,442	26,610	5,710	4,368	76.5	7,869	6,943	1,469	472
Pickens	24,386	27,671	6,811	5,414	79.5	7,959	8,105	1,873	590
Pike	30,599	32,493	8,547	6,606	77.3	15,829	13,325	2,956	1,041
Randolph	22,545	25,516	6,297	5,113	81.2	7,798	8,234	2,470	1,067
Russell	40,304	35,775	11,258	8,601	76.4	11,362	8,903	1,973	610
St. Clair	26,636	27,336	7,440	6,286	84.5	10,767	9,034	3,329	1,880
Shelby	30,375	28,962	8,484	7,152	84.3	9,814	9,823	3,096	1,376
Sumter	23,628	27,321	6,600	4,989	75.6	7,454	7,361	1,808	573
Talladega	63,764	51,832	17,811	14,337	80.5	24,056	30,521	10,558	5,752
Tallapoosa	34,666	35,270	9,683	8,065	83.3	16,476	16,890	6,458	3,646
Tuscaloosa	94,017	76,036	26,261	21,560	82.1	52,031	46,429	13,353	6,757
Walker	63,653	64,201	17,780	15,255	85.8	26,739	29,619	10,451	5,560
Washington	15,612	16,188	4,360	3,392	77.8	3,530	3,562	966	300
Wilcox	23,451	26,279	6,550	4,866	74.3	6,337	5,376	1,827	470
Winston	18,243	18,746	5,095	4,239	83.2	5,655	6,125	2,072	715

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

THE CENSUS TAKER SAYS MORE THAN 1/2 MILLION PEOPLE RIGHT IN OUR OWN BACK-YARD

Two-thirds of Arizona's population is concentrated in the Phoenix, Tucson and Bisbee-Douglas markets — and blanketed by the Arizona Network stations.

Most of the remaining 250,000 Arizonans live within KOY's primary coverage contour, and listen regularly to KOY programs.

For further market data and availabilities—ask any John Blair man.

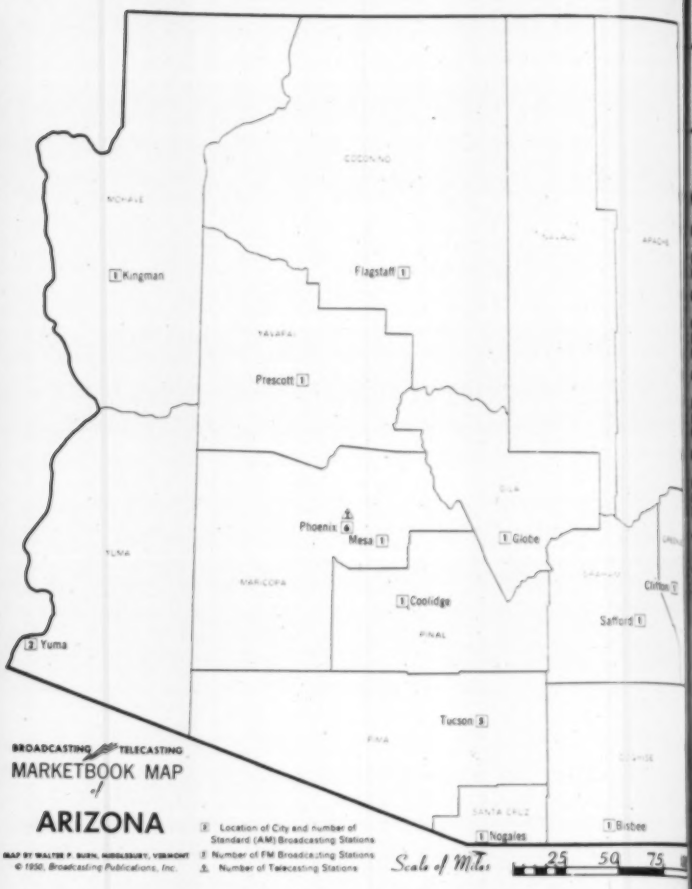
KOY

MUTUAL DON LEE

PHOENIX - 550 kc

KTUC - TUCSON - 1400 kc

KSUN - BISBEE - 1230 kc



MARKET INDICATORS FOR ARIZONA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	742,364	'50	499,261	'40
% of U.S.	0.50%	'50	0.38%	'40
Families	207,364	'50	130,860	'40
Percent Radio	93.7%	'49	82.4%	'40
Radio Families	194,300	'50	139,900	'40
Retail Sales	$ 686,801,000	'49	653,321,000	'48
Retail Trade Employes	32,515	'48	17,524	'39
Wholesale Sales Volume	$ 414,087,000	'48	96,500,000	'39
Wholesale Trade Employes	8,039	'48	3,831	'39
Employment (Mid-March)	122,924	'48	112,380	'40
Taxable Payrolls (1st quarter)	$ 75,907,000	'48	63,556,000	'40
Income	$ 823,000,000	'48	237,000,000	'40
Percent distribution	0.40%	'48	0.31%	'40
Per Capita Income	$ 1,168	'48	473	'40
Percent of national per capita income	83%	'48	82%	'40
New Construction (Private)	$ 49,500,000	'47	13,300,000	'39
Residential	$ 20,900,000	'47	7,000,000	'39
Non-Residential	$ 16,800,000	'48	2,600,000	'39
Value added by Manufacture	$ 103,958,000	'47	31,625,000	'39
Automobile Registration	240,359	'49	216,702	'40
Telephones	129,300	'49	80,600	'40

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

ARIZONA

SPOT RATE FINDER

ISBEE, Cochise, 8,781 fam., 94.9% radio, 8,333 radio fam.
KSUN, 250w, 1230kc, CBS, MBS, Blair, BMB

	SB	1M	5M	15M	30M	1 Hr
D	4.75	6.10	9.00	18.00	27.00	45.00
N	6.30	8.10	9.00	18.00	27.00	45.00

CLIFTON, Greenlee, 3,577 fam., 94.0% radio, 3,362 radio fam.
KCLF, 250w, 1400kc, LBS

D	2.50	1.50	10.00	14.40	24.00
N	3.00	2.00	16.50	24.00	40.00

COOLIDGE, Pinal, 12,106 fam., 92.2% radio, 11,161 radio fam.
KCKY, 1kw, 1150kc, CBS

D	4.00	4.00	6.00	12.00	18.00	30.00
N	8.00	8.00	12.00	24.00	36.00	60.00

DOUGLAS, Cochise, 8,781 fam., 94.9% radio, 8,333 radio fam.
KAWT, 250w, 1450kc, NBC, Raymer

D	4.00	4.00	5.00	10.00	15.00	25.00
N	8.00	8.00	10.00	20.00	30.00	50.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

* * *

GLOBE, Gila, 6,763 fam., 94.0% radio, 6,357 radio fam.
KWJB, 250w, 1240kc, NBC Raymer

	SB	1M	5M	15M	30M	1 Hr
D		4.00	5.00	10.00	15.00	25.00
N		8.00	10.00	20.00	30.00	50.00

KINGMAN, Mohave, 2,363 fam., 93.6% radio, 2,211 radio fam.
KGAN, 250w, 1230kc

D	3.00	3.00	4.00	10.00	20.00	35.00
N	3.00	3.00	4.00	10.00	20.00	35.00

MESA, Maricopa, 91,198 fam., 94.2% radio, 85,908 radio fam.
KTYL, 1kw, 1310kc

D	4.00	4.00	6.00	11.00	20.00	36.00
N	4.00	4.00	6.00	11.00	20.00	36.00

NOGALES, Santa Cruz, 2,605 fam., 92.0% radio, 2,396 radio fam.
KNOG, 250w, 1340kc, BMB

D	2.30	2.80	5.00	7.00	10.00	17.00
N	3.00	4.00	6.00	10.00	15.00	25.00

PHOENIX, Maricopa, 91,198 fam., 94.2% radio, 85,908 radio fam.

4 AM affiliates, average 1-time rate

D	10.00	10.75	14.50	29.00	43.50	73.00
N	20.00	21.50	29.00	58.00	87.00	145.00

* * *

2 AM non-affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	4.00	5.62	12.00	16.80	27.75	49.00

KIFN, 250w-D, 860kc, Oakes

D	3.00	3.75	9.00	13.50	25.50	48.00

KOOL, 5kw, 960kc, CBS, Hollingbery, Hooper

D	10.50	10.50	14.00	28.00	42.00	70.00
N	21.00	21.00	28.00	56.00	84.00	140.00

KOY, 5kw-D, 1kw-N, 550kc, MBS, Don Lee, Blair, BMB

D	10.50	10.50	14.00	28.00	42.00	72.00
N	21.00	21.00	28.00	56.00	84.00	140.00

KPHO, 5kw, 910kc, ABC, Petry

D	9.00	10.50	14.00	28.00	42.00	70.00
N	18.00	21.00	28.00	56.00	84.00	140.00

KPHO-TV, Chan. 5, 8.7kw-aur., 17.5kw-vis., CBS, ABC, NBC & DuMont, Petry

D	16.00	16.00	20.00	40.00	60.00	100.00
N	24.00	24.00	30.00	60.00	90.00	150.00

KRUX, 250w, 1340kc

D	5.00	7.50	15.00	20.00	30.00	50.00
N	5.00	7.50	15.00	20.00	30.00	50.00

KTAR, 5kw, 620kc, NBC, Raymer

D		11.50	16.00	32.00	48.00	80.00
N		23.00	32.00	64.00	96.00	160.00

PRESCOTT, Yavapai, 6,979 fam., 94.3% radio, 6,581 radio fam.
KYCA, 250w, 1490kc, NBC, Raymer

D		4.00	5.00	10.00	15.00	25.00
N		8.00	10.00	20.00	30.00	50.00

* * *

SAFFORD, Graham, 3,636 fam., 93.8% radio, 3,410 radio fam.
KGLU, 1kw, 1480kc, NBC, Raymer

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	6.00	12.00	18.00	30.00
N	8.00	8.00	12.00	24.00	36.00	60.00

TUCSON, Pima, 39,006 fam., 95.2% radio, 37,016 radio fam.

4 AM affiliates, average 1-time rate

D	5.87	6.25	7.75	13.50	20.25	33.75
N	10.75	11.62	14.00	25.00	37.50	62.50

KCNA, 250w, 1340kc, ABC, MBS, Hollingbery, Hooper

D	6.00	4.50	6.00	12.00	18.00	30.00
N	10.00	7.50	10.00	20.00	30.00	50.00

KOPO, 250w, 1450kc, CBS, Forjoe, Hooper

D	6.00	9.00	10.00	14.00	21.00	35.00
N	12.00	18.00	20.00	28.00	42.00	70.00

KTKT, 250w, 1490kc, LBS

D	2.00	4.00	8.00	14.00	24.00
N	2.00	4.00	8.00	14.00	24.00

KTUC, 250w, 1400kc, MBS, Don Lee, Blair, Hooper, BMB

D	5.00	5.00	7.00	12.00	18.00	30.00
N	8.00	8.00	10.00	20.00	30.00	50.00

KVOA, 1kw, 1290kc, NBC, Raymer, Hooper

D	6.50	6.50	8.00	16.00	24.00	40.00
N	13.00	13.00	16.00	32.00	48.00	80.00

YUMA, Yuma, 7,805 fam., 93.4% radio, 7,289 radio fam.
KYMA, 250w, 1400kc (no rates available)
KYUM, 250w, 1240kc, NBC, Raymer

D		4.00	5.00	10.00	15.00	25.00
N		8.00	10.00	20.00	30.00	50.00

* * *

ARIZONA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Apache	27,183	24,095	7,593	6,666	87.8	5,332	6,299	1,392	836
Cochise	31,438	34,627	8,781	8,333	94.9	32,814	27,788	5,874	3,860
Coconino	23,755	18,770	6,635	6,011	90.6	22,832	22,646	3,128	1,485
Gila	24,214	23,867	6,763	6,357	94.0	19,484	18,587	5,153	3,771
Graham	13,018	12,113	3,636	3,410	93.8	10,595	11,348	1,238	672
Greenlee	12,808	8,698	3,577	3,362	94.0	7,726	8,071	3,099	2,513
Maricopa	326,491	186,193	91,198	85,908	94.2	329,660	307,244	57,459	35,559
Mohave	8,461	8,591	2,363	2,211	93.6	11,006	9,767	1,448	932
Navajo	29,263	25,309	8,174	7,381	90.3	16,748	16,721	1,701	911
Pima	139,644	72,838	39,006	37,016	94.9	136,060	135,195	23,255	13,609
Pinal	43,343	28,841	12,106	11,161	92.2	25,568	25,139	4,145	2,610
Santa Cruz	9,328	9,482	2,605	2,396	92.0	13,193	11,904	1,842	797
Yavapai	24,987	26,511	6,979	6,581	94.3	25,772	23,868	4,092	2,587
Yuma	27,942	19,326	7,805	7,289	93.4	30,011	28,744	3,059	1,676

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

ARKANSAS

SPOT RATE FINDER

ARKADELPHIA, Clark, 6,412 fam., 83.9% radio, 5,379 radio fam.
KVRC, 250w, 1240kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.50	7.50	15.00	22.50	38.00
N	4.50	5.50	9.00	19.00	30.00	48.00

BATESVILLE, Independence, 6,562 fam., 85.8% radio, 5,630 radio fam.
KBTA, 250w, 1340kc, MBS

D	3.50	4.50	7.00	11.00	18.00	33.00
N	4.25	5.25	7.75	12.00	21.00	35.00

BLYTHEVILLE, Mississippi, 22,999 fam., 82.9% radio, 19,066 radio fam.
KLCN, 1kw-D, 900kc, Pearson

D	5.00	5.00	10.00	20.00	30.00	50.00

KLCN-FM, Chan. 241, 96.1mc, 21kw, Pearson

M (only)	2.50	2.50	5.00	10.00	15.00	25.00

CAMDEN, Ouachita, 9,208 fam., 82.1% radio, 7,559 radio fam.
KAMD, 250w, 1450kc, MBS

D	2.50	3.75	7.50	15.00	22.50	37.50
N	3.75	5.50	11.25	22.50	33.75	56.00

CONWAY, Faulkner, 7,052 fam., 85.7% radio, 6,043 radio fam.
KDWN (FM), Chan. 249, 97.7mc, 0.97kw
(No rates available)

EL DORADO, Union, 13,860 fam., 86.8% radio, 12,030 radio fam.
KELD, 250w, 1400kc, ABC, Continental

D	2.50	3.75	7.50	15.00	22.50	37.50
N	3.75	5.50	11.25	22.50	33.75	56.00

FAYETTEVILLE, Washington, 13,933 fam., 86.9% radio, 12,107 radio fam.
KGRH, 250w, 1450kc, MBS, Ra-Tel

D	2.50	3.50	7.50	14.00	21.00	35.00
N	3.25	4.50	10.00	20.00	30.00	50.00

(Continued on page 38)

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

ARKANSAS RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable rolls—1st 1948
Arkansas	23,451	24,437	6,550	5,528	84.4	18,047	20,965	2,788	
Ashley	25,616	26,785	7,155	5,816	81.3	13,552	11,122	3,090	
Baxter	11,640	10,281	3,251	2,854	87.8	3,543	5,914	1,128	
Benton	37,987	36,148	10,610	9,230	87.0	19,691	27,411	2,978	
Boone	16,229	15,860	4,533	3,948	87.1	12,240	11,828	1,682	
Bradley	15,955	18,097	4,456	3,814	85.6	11,447	9,287	2,860	
Calhoun	7,132	9,636	1,992	1,629	81.8	2,298	1,727	305	
Carroll	13,208	14,737	3,689	3,246	88.0	6,292	5,787	547	
Chicot	22,218	27,452	6,206	4,797	77.3	11,961	10,285	1,150	
Clark	22,958	24,402	6,412	5,379	83.9	13,745	12,271	2,446	
Clay	26,643	28,386	7,442	6,489	87.2	10,115	10,259	1,036	
Cleburne	11,469	13,134	3,203	2,709	84.6	3,844	3,133	467	
Cleveland	8,944	12,570	2,498	2,060	82.5	3,070	1,718	590	
Columbia	28,706	29,822	8,018	6,614	82.5	17,030	14,339	3,530	
Conway	18,118	21,536	5,060	4,189	82.6	9,535	7,782	1,653	
Craighead	50,566	47,200	14,124	12,499	88.5	32,711	30,825	4,462	
Crawford	22,743	23,920	6,352	5,373	84.6	10,243	7,839	952	
Crittenden	47,119	42,473	13,161	10,160	77.2	23,507	25,335	2,419	
Cross	24,734	26,046	6,908	5,567	80.6	11,253	11,887	877	
Dallas	12,388	14,471	3,460	2,747	79.4	9,729	5,571	1,920	
Desha	25,085	27,160	7,006	5,548	79.2	11,895	11,414	1,670	
Drew	17,980	19,831	5,022	3,972	79.1	9,643	7,117	1,954	
Faulkner	25,249	25,880	7,052	6,043	85.7	12,991	12,149	1,563	
Franklin	12,335	15,683	3,445	2,976	86.4	5,756	4,798	527	
Fulton	9,212	10,253	2,573	2,133	82.9	1,933	1,645	277	
Garland	46,687	41,664	13,041	11,319	86.8	51,146	41,866	9,595	
Grant	9,000	10,477	2,513	2,141	85.2	3,886	2,842	919	
Greene	29,136	30,204	8,138	7,177	88.2	14,388	14,931	2,006	
Hempstead	25,045	32,770	6,995	5,644	80.7	17,607	13,824	2,434	
Hot Springs	22,096	18,916	6,172	5,153	83.5	8,440	9,628	2,907	
Howard	13,316	16,621	3,719	3,094	83.2	9,342	6,619	1,422	
Independence	23,494	25,643	6,562	5,630	85.8	13,271	12,610	1,905	
Izard	10,018	12,834	2,798	2,350	84.0	2,577	1,623	287	
Jackson	25,747	26,427	7,191	5,896	82.0	14,194	13,985	1,765	
Jefferson	75,873	65,101	21,193	17,208	81.2	62,035	42,028	8,829	
Johnson	16,125	18,795	4,504	3,841	85.3	7,624	6,367	2,136	
Lafayette	13,167	16,851	3,677	3,018	82.1	7,732	5,473	920	

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

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ARKANSAS
SPOT RATE FINDER

(Continued from page 37)

FORREST CITY, St. Francis, 10,283 fam., 77.8% radio, 8,000 radio fam.
KXJK, 1kw-D, 950kc

	SB	1M	5M	15M	30M	1 Hr
D	3.00	5.00	7.00	14.00	26.00	50.00

* * *

FORT SMITH, Sebastian, 17,855 fam., 89.9% radio, 16,051 radio fam.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	5.27	7.17	10.15	17.80	26.20	44.50
N	7.60	9.90	17.80	31.60	47.40	79.00

KFPW, 250w, 1230kc, MBS Walker

D	4.55	5.85	7.80	15.60	23.40	39.00
N	5.20	7.80	15.60	31.20	46.80	78.00

* * *

KFPW-FM, Chan. 235, 94.9mc, 14kw, Walker, Bonus
KFSA, 1kw-D, 500w-N, 950kc, ABC, Taylor Conlan, BMB

	SB	1M	5M	15M	30M	1 Hr
D	6.00	7.50	12.50	20.00	30.00	50.00
N	10.00	12.00	20.00	32.00	48.00	80.00

KFSA-FM, Chan. 298, 107.7mc, 3kw, Bonus
KWHN, 5kw, 1320kc, LBS, Pearson, Conlan

D	5.40	6.75	11.25	18.00	27.00	45.00
N	9.00	10.80	18.00	28.80	43.20	72.00

HARRISON, Boone, 4,533 fam., 87.1% radio, 3,948 radio fam.
KHOZ, 250w, 1240kc, MBS

D	2.50	7.50	14.00	21.00	35.00
N	3.50	10.00	20.00	30.00	50.00

HELENA, Phillips, 12,910 fam., 75.6% radio, 9,759 radio fam.
KFFA, 1kw, 1360kc, MBS, Continental, Conlan, BMB

D	4.50	5.00	8.00	16.00	24.00	40.00
N	7.00	8.00	16.00	32.00	48.00	80.00

HOPE, Hempstead, 6,995 fam., 80.7% radio, 5,644 radio fam.
KXAR, 250w, 1490kc, MBS, Crosley, BMB

D	2.50	3.75	5.00	10.00	18.00	30.00
N	2.50	3.75	6.00	12.00	21.00	35.00

HOT SPRINGS, Garland, 13,041 fam., 86.8% radio, 11,319 radio fam.

2 AM affiliates, average 1-time rate

D	4.25	5.00	11.00	22.00	33.00	55.00
N	7.50	9.00	20.00	40.00	60.00	100.00

KTHS, 10kw-D, 1kw-N, 1090kc, ABC, Branham, Conlan, BMB

D	5.00	6.00	12.00	24.00	36.00	60.00
N	10.00	12.00	24.00	48.00	72.00	120.00

KWFC, 250w, 1340kc, MBS, Sears & Ayer

D	3.50	4.00	10.00	20.00	30.00	50.00
N	5.00	6.00	16.00	32.00	48.00	80.00

JONESBORO, Craighead, 14,124 fam., 88.5% radio, 12,499 radio fam.
KBTM, 250w, 1230kc, MBS, BMB

D	2.50	3.50	7.50	14.00	21.00	35.00
N	3.25	4.50	10.00	20.00	30.00	50.00

KBTM-FM, Chan. 270, 101.9mc, 8.1kw, Bonus
LITTLE ROCK, Pulaski, 53,877 fam., 88.6% radio, 47,735 radio fam.

3 AM affiliates, average 1-time rate

D	8.00	6.33	12.66	22.66	34.00	59.00
N	13.00	14.00	24.00	45.33	68.00	118.00

KARK, 5kw, 920kc, NBC, Petry, BMB, Hooper

D		12.00	16.00	28.00	42.00	70.00
N		18.00	30.00	56.00	84.00	140.00

KGHI, 1kw-D, 5kw-N, 1250kc, ABC, Hollingbery, Hooper

D		6.00	7.00	14.00	21.00	42.00
N		8.00	14.00	28.00	42.00	84.00

KLRA, 10kw-D, 5kw-N, 1010kc, CBS, Taylor

D	8.00	11.00	15.00	26.00	39.00	65.00
N	13.00	16.00	28.00	52.00	78.00	130.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

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KVLC, 1kw-D, 1050kc, Dodson

	SB	1M	5M	15M	30M
D	4.50	5.00	7.00	14.00	21.00

KVLC-FM, Chan. 231, 94.1mc, 9kw, Bonus
MAGNOLIA, Columbia, 8,018 fam., 82.5% radio, 6,614 radio fam.
KVMA, 1kw-D, 630kc, MBS

D	4.00	5.00	7.00	14.00	22.00

NEWPORT, Jackson, 7,191 fam., 82.0% radio, 5,896 radio fam.
KNBY, 1kw-D, 1280kc, LBS

D	5.00	5.00	10.00	20.00	30.00

NORTH LITTLE ROCK, Pulaski, 53,877 fam., 88.6% radio, 47,735 radio fam.
KXLR, 250w, 1450kc, MBS, Pearson, Hanauer

D	4.50	5.00	7.00	14.00	21.00
N	5.00	6.00	14.00	28.00	42.00

OSCEOLA, Mississippi, 22,999 fam., 82.5% radio, 19,066 radio fam.
KOSE, 1kw-D, 860kc, LBS, Conlan

D	4.50	5.00	8.00	16.00	24.00

PARAGOULD, Greene, 8,138 fam., 88.2% radio, 7,177 radio fam.
KDRS, 250w, 1490kc

D	2.50	3.25	7.50	14.00	21.00
N	2.50	3.25	7.50	14.00	21.00

PINE BLUFF, Jefferson, 21,193 fam., 81.2% radio, 17,208 radio fam.

2 AM affiliates, average 1-time rate

D	3.75	4.45	9.40	17.80	28.20
N	3.75	4.75	9.40	17.80	28.20

KCLA, 250w, 1400kc, ABC

D	4.00	5.40	10.80	21.60	32.40
N	4.00	5.40	10.80	21.60	32.40

KOTN, 250w, 1490kc, MBS

D	3.50	3.50	8.00	14.00	24.00
N	3.50	3.50	8.00	14.00	24.00

RUSSELLVILLE, Pope, 6,424 fam., 84.2% radio, 5,409 radio fam.
KXRJ, 250w, 1490kc, MBS

D	2.50	3.00	5.00	8.00	14.00
N	3.50	4.50	6.75	11.00	19.00

SILOAM SPRINGS, Benton, 10,610 fam., 87% radio, 9,230 radio fam.
KUOA, 5kw-D, 1290kc, MBS, Conlan, BMB

D	5.00	7.00	12.50	25.00	37.50

KUOA-FM, Chan. 289, 105.7mc, 2.6kw

D	.75	1.05	2.25	3.60	5.60
N	1.00	1.40	2.50	5.00	7.50

SPRINGDALE, Washington, 13,933 fam., 86.9% radio, 12,107 radio fam.
KBRS, 250w, 1340kc, ABC, Razorback, Texarkana

D	3.80	3.80	7.00	15.20	22.80
N	5.40	5.40	10.80	21.60	32.40

STUTTGART, Arkansas, 6,550 fam., 84.4% radio, 5,528 radio fam.
KWAK, 250w, 1240kc, MBS

D	3.50	4.23	6.50	13.00	19.50
N	5.00	6.50	10.00	20.00	30.00

TEXARKANA, Miller, 8,765 fam., 83.5% radio, 7,318 radio fam.
(See Bowie County, Texas)
WEST MEMPHIS, Crittenden, 13,161 fam., 77.2% radio, 10,160 radio fam.
KWEM, 1kw-D, 990kc, Ra-Tel

D	9.70	12.00	15.00	31.00	47.00

Arkansas Knows It!
--All Surveys Show It!

IN ARKANSAS IT'S KARK
Arkansas' Preferred Station

5,000 Watts
Day and Night
920 Kc.

Latest Hooperating and BMB Report No. 2 show KARK with a commanding audience lead—not only in Greater Little Rock but in the statewide market. Ask us or any Petry man for full information about KARK, best buy in Arkansas!

ED ZIMMERMAN
Vice President and General Manager

KARK

NBC for ARKANSAS
LITTLE ROCK

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Lawrence	20,394	22,651	5,752	4,992	86.8	9,061	7,907	891	376
Lee	24,303	26,810	6,788	5,124	75.5	11,061	9,354	638	220
Lincoln	17,134	19,709	4,786	3,723	77.8	4,639	3,540	474	171
Little River	11,232	15,932	3,137	2,569	81.9	6,656	4,253	676	172
Logan	19,674	25,967	5,495	4,736	86.2	10,845	8,781	1,459	649
Lonoke	26,968	29,802	7,532	6,364	84.5	15,610	14,675	960	352
Madison	11,719	14,531	3,273	2,638	80.6	2,343	2,224	207	46
Marion	8,586	9,464	2,398	2,009	83.8	1,504	1,982	116	29
Miller	31,382	31,874	8,765	7,318	83.5	32,135	22,719	3,588	1,424
Mississippi	82,339	80,217	22,999	19,066	82.9	63,057	50,745	5,703	2,624
Monroe	19,488	21,133	5,443	4,027	74.0	8,976	9,261	825	273
Montgomery	6,671	8,876	1,863	1,540	82.7	2,405	1,506	223	38
Nevada	14,761	19,869	4,123	3,413	82.8	8,976	6,145	1,337	483
Newton	8,678	10,881	2,424	1,922	79.3	1,287	663	108	33
Ouachita	32,968	31,151	9,208	7,559	82.1	20,378	18,929	6,465	3,247
Perry	5,940	8,392	1,659	1,353	81.6	1,526	1,296	179	31
Phillips	46,219	45,970	12,910	9,759	75.6	28,481	25,124	5,647	2,630
Pike	9,995	11,786	2,791	2,363	84.7	4,187	3,491	1,017	417
Poinsett	39,061	37,670	10,910	9,098	83.4	18,016	21,513	2,553	1,069
Polk	14,138	15,832	3,949	3,246	82.2	9,450	7,671	1,495	421
Pope	22,998	25,682	6,424	5,409	84.2	13,421	10,646	1,937	612
Prairie	13,761	15,304	3,843	3,262	84.9	4,788	4,515	293	86
Pulaski	192,880	156,085	53,877	47,735	88.6	247,532	173,515	44,195	21,125
Randolph	17,456	18,319	4,875	4,036	82.8	6,829	6,052	1,178	464
St. Francis	36,814	36,043	10,283	8,000	77.8	18,016	16,946	2,072	828
Saline	23,788	19,163	6,644	5,733	86.3	8,310	10,203	1,777	717
Scott	10,593	13,300	2,958	2,540	85.9	5,604	3,636	991	384
Searcy	10,395	11,942	2,903	2,354	81.1	2,449	2,455	390	94
Sebastian	63,923	62,809	17,855	16,051	89.9	75,421	66,411	15,249	8,211
Sevier	12,238	15,248	3,418	2,751	80.5	6,162	5,913	805	252
Sharp	8,986	11,497	2,510	2,105	83.9	2,385	1,333	145	59
Stone	7,641	8,603	2,134	1,734	81.3	1,655	1,506	145	29
Union	49,619	50,461	13,860	12,030	86.8	57,738	36,841	9,825	5,297
Van Buren	9,675	12,518	2,702	2,223	82.3	2,081	2,003	208	51
Washington	49,883	41,114	13,933	12,107	86.9	35,199	40,197	5,285	1,993
White	37,528	37,176	10,482	9,014	86.0	17,307	16,948	2,303	852
Woodruff	18,924	22,133	5,286	4,440	84.0	9,876	7,927	666	241
Yell	14,037	20,970	3,920	3,390	86.5	7,581	6,020	802	212

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

* * *

MARKET INDICATORS FOR ARKANSAS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	1,900,246	'50	1,949,387	'40
% of U.S.	1.27%	'50	1.48%	'40
Families	530,794	'50	497,820	'40
Percent Radio	83.9%	'49	72.5%	'46
Radio Families	445,336	'50	353,000	'46
Retail Sales	$1,281,260,000	'49	1,079,050,000	'48
Retail Trade Employes	54,075	'48	35,560	'39
Wholesale Sales Volume	$ 847,350,000	'48	248,900,000	'39
Wholesale Trade Employes	14,574	'48	8,071	'39
Employment (Mid-March)	210,687	'48	199,420	'47
Taxable Payrolls (1st quarter)	$ 94,085,000	'48	83,461,000	'47
Income	$2,762,000,000	'48	900,000,000	'40
Percent distribution	0.81%	'48	0.65%	'40
Per Capita Income	$ 863	'48	252	'40
Percent of national per capita income	61%	'48	44%	'40
New Construction (Private)	$ 120,800,000	'47	25,100,000	'39
Residential	$ 51,500,000	'47	7,600,000	'39
Non-Residential	$ 29,700,000	'48	6,300,000	'39
Value added by Manufacture	$ 256,144,000	'47	66,444,000	'39
Automobile Registration	434,395	'49	389,410	'48
Telephones	221,600	'49	136,900	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

Established in 1928, KLRA was the first network station in Arkansas, and is the ONLY CBS outlet in the state. Constantly new program ideas continue to build larger audiences—BMB Report No. 2 indicates daytime listening UP 12% and nighttime UP 15% from the 1946 report.

Census figures place Greater Little Rock's population at 192,880. Retail sales in 1949 were $247,532,000.00 and net effective buying income was $338,141,000.00. Effective buying income for the state as a whole was $1,860,687,000.00. This rich market is best reached by KLRA, with coverage of 64 out of the 75 counties in Arkansas.

KLRA Arkansas' CBS Station LITTLE ROCK

10,000 Watts Day 1010 KC. 5,000 Watts Night

Represented Nationally By The O. L. TAYLOR COMPANY, INC.

CALIFORNIA

SPOT RATE FINDER

AUBURN, Placer, 11,543 fam., 97.3% radio, 11,231 radio fam.
KDIA, 250w, 1490kc

	SB	1M	5M	15M	30M	1 Hr
D	3.25	3.25	10.00	15.00	25.00	40.00
N	4.00	3.25	12.50	20.00	30.00	50.00

BAKERSFIELD, Kern, 3,208 fam., 97.1% radio, 3,050 radio fam.

4 AM affiliates, average 1-time rate

D	5.00	5.00	8.75	16.50	24.00	41.25
N	9.50	9.50	16.75	31.50	47.25	78.75

KAFY, 1kw, 550kc, MBS, Pearson, Western Radio Sales

D	4.00	4.00	6.00	12.00	18.00	30.00
N	8.00	8.00	12.00	24.00	36.00	60.00

KERN, 1kw, 1410kc, CBS, Raymer

D	6.00	6.00	10.00	20.00	30.00	50.00
N	12.00	12.00	20.00	40.00	60.00	100.00

KERN-FM, Chan. 231, 94.1mc, 9.8kw, Bonus
KERO, 250w, 1230kc, NBC, Avery-Knodel, Hooper

D	5.00	5.00	10.00	16.00	24.00	40.00
N	10.00	10.00	20.00	32.00	48.00	80.00

KMAR(FM) Chan. 223, 92.5mc, 5kw (No rates available)
KPMC, 1kw, 1560kc, ABC, Grant

D	5.00	5.00	9.00	18.00	27.00	45.00
N	8.00	8.00	15.00	30.00	45.00	75.00

BANNING, Riverside, 47,195 fam., 97.0% radio, 45,779 radio fam.
KPAS, 250w, 1490kc, Cooke, Gene Grant

D	2.50	3.00	9.00	14.40	21.60	36.00
N	2.50	3.00	9.00	14.40	21.60	36.00

BARSTOW, San Bernardino, 77,814 fam., 97.4% radio, 75,950 radio fam.
KWTC, 250w, 1230kc, Cooke

D		4.90	8.40	16.80	25.20	42.00
N		7.00	12.00	24.00	36.00	60.00

BERKELEY, Alameda, 205,234 fam., 98.9% radio, 202,976 radio fam.
KRE, 250w, 1400kc, BMB

D	3.00	4.00	8.55	14.25	26.25	47.00
N	3.00	4.00	8.55	14.25	26.25	47.00

KRE-FM, Chan. 275, 102.9mc, 6.8kw, Bonus

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

now!

KIEM SELLS A GROWING NORTHWESTERN CALIFORNIA MARKET WITH

5000 watts!

MORE POWER TO REACH
MORE PEOPLE
IN A MARKET WORTH SELLING

Eureka Retail Sales per Family . . . $5,060, 68% MORE than the national average.

Humboldt County Farm Income per Family . . . $6,616, 35% more than the national average.

Consumers bought $150 million worth of goods and services in the KIEM area in 1949 according to California State Board of Equalization releases. Of this amount, KIEM's home county accounted for approximately two-thirds.

Investigate your product's possibilities in this market today! For choice availabilities write direct or call John Blair & Company, national representatives.

Redwood Broadcasting System

5,000 WATTS
1480 Kc
MUTUAL
DON-LEE
NETWORK

KIEM

EUREKA · CALIFORNIA

BLYTHE, Riverside, 47,195 fam., 97.0% radio, 45,779 radio fam.
KYOR, 250w, 1450kc, BMB

	SB	1M	5M	15M	30M	1 Hr
D	3.00	3.50	6.00	8.00	12.00	20.00
N	4.00	5.00	8.00	12.00	18.00	30.00

BRAWLEY, Imperial, 17,461 fam., 93.2% radio, 16,273 radio fam.
KROP, 1kw, 1300kc, BMB

D	3.00	4.00	6.00	10.00	20.00	40.00
N	4.50	6.00	9.00	15.00	30.00	60.00

BURBANK, Los Angeles, 1,149,972 fam., 98.7% radio, 1,435,022 radio fam.
KWIK, 250w, 1490kc, Pacific Regional Net.

D	1.90	5.00	11.00	24.50	32.00	50.00
N	1.90	5.00	11.00	24.50	32.00	50.00

CALEXICO, Imperial, 17,461 fam., 93.2% radio, 16,273 radio fam.
KICO, 250w, 1490kc, Continental, Grant

D	3.00	4.00	7.00	11.00	16.50	27.50
N	5.00	6.00	10.00	16.00	24.00	40.00

CHICO, Butte, 17,981 fam., 96.9% radio, 17,423 radio fam.

2 AM affiliates, average 1-time rate

D	5.70	5.70	8.82	17.62	28.05	46.72
N	9.25	9.25	13.80	27.57	43.25	72.07

KHSL, 5kw, 1290kc, MBS, Grant, Conlan, Hooper

D	5.40	5.40	9.65	19.25	32.10	53.45
N	6.50	6.50	11.60	23.15	38.50	64.15

KVIC(FM), Chan. 266, 101.2mc, 11kw, Grant

D	2.50	2.50	11.00	17.00	24.00
N	3.70	3.70	12.00	18.00	24.00

KXOC, 5kw, 1150kc, CBS, Western Radio, Pearson

D	6.00	6.00	8.00	16.00	24.00	40.00
N	12.00	12.00	16.00	32.00	48.00	80.00

CORONA, Riverside, 47,195 fam., 97.0% radio, 45,779 radio fam.
KBUC, 500w, 1370kc, McGillvra

D	4.00	5.50	9.25	15.70	22.00	30.00
N	8.00	11.00	18.50	31.40	44.00	60.00

(Continued on page 42)

INTER-OFFICE MEMO:

KFAC looks good to me!
Check and initial attached
J.B.

KFAC's 100% good music programming means an intensely loyal, responsive audience — and the kind of product pull most stations have forgotten about. Because properly prepared copy *blends* better with quality music, KFAC results are better. Here's what we mean:

HOLLYWOOD RANCH MARKET
12-1 a.m. program now in 3rd year. Sample results: 24,000 cans of orange juice sold in 10 days. 3,000 *dozen* eggs in two days. 11,000 Christmas trees in one market-flooded week!

GAS CO. EVENING CONCERT
In 11th year. 8-10 p.m. nightly. Purpose, good will and increased use of gas through sales of appliances. Over 50,000 monthly programs given free on direct requests.

SLAVICK JEWELRY CO., L.A.
Formal classical hour, 4-5 p.m. daily, in 5th year. Sponsor one of few successful jewelry stores during long post-war slump. 4-figure sales directly traceable to program.

KFAC delivers the **CREAM** of the **LOS ANGELES** County Market (over 5,000,000) at the **LOWEST COST PER THOUSAND!**

KFAC, Cost per thousand..... $1.92*
Sta. A, Ind., Cost per thousand..... 5.07*
Sta. B, Net., Cost per thousand..... 3.29*
*PULSE SURVEY, JAN.-FEB., '50

More Listeners Per Dollar!
Over Half a Million "Regulars"!

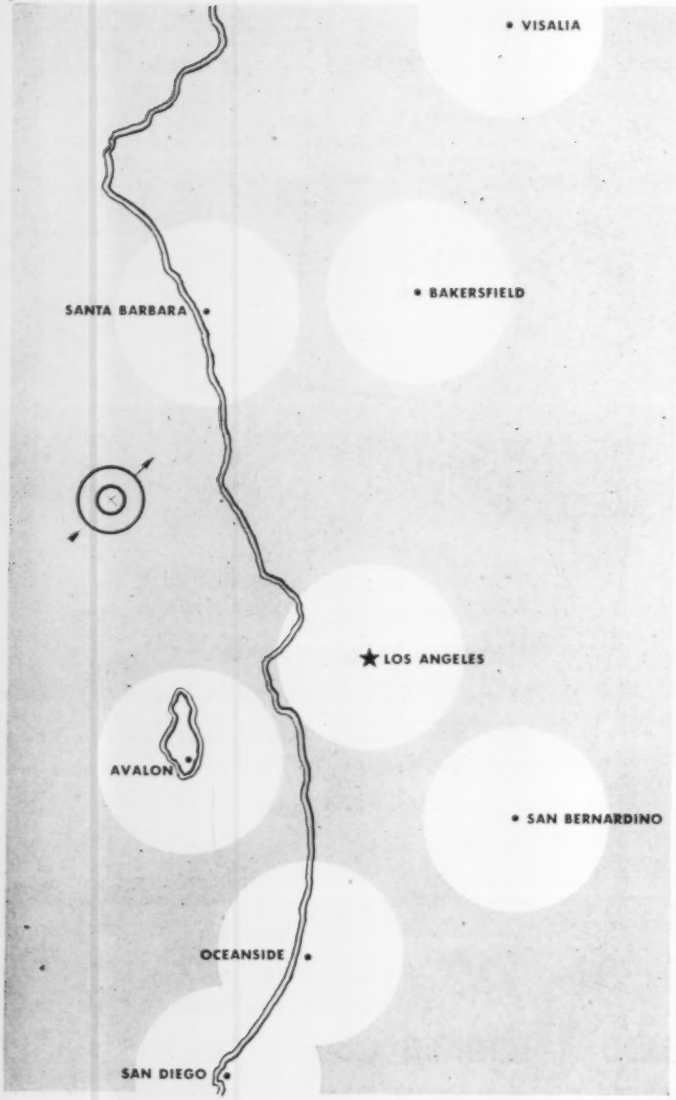
The Best Advertising Buy in Los Angeles!

The KFAC Story is available in a new brochure. May we send a copy?

KFAC
1330 kc
5 kw
"The Music Station"
645 S. MARIPOSA AVE.

television targets

based on 8,379 letters



top television coverage in southern calif.

from KTTV's Mount Wilson transmitter

KTTV

owned by Los Angeles Times and CBS

CALIFORNIA

SPOT RATE FINDER

(Continued from page 41)

DELANO, Kern, 63,108 fam., 97.1% radio, 61,277 radio fam.
KCHJ, 1kw-D, 1010kc

	SB	1M	5M	15M	30M	1 Hr
D	2.70	4.00	6.75	13.50	24.00	40.00

DINUBA, Tulare, 41,539 fam., 96.5% radio, 40,085 radio fam.
KRDU, 250w, 1240kc

D	3.40	4.40	10.25	16.35	24.55	40.95
N	3.40	4.40	10.25	16.35	24.55	40.95

EL CENTRO, Imperial, 17,461 fam., 93.2% radio, 16,273 radio fam.
KXO, 250w, 1230kc, MBS, Raymer, Hooper

D	4.00	5.50	9.25	15.70	22.00	30.00
N	8.00	11.00	18.50	31.40	44.00	60.00

EUREKA, Humboldt, 19,147 fam., 96.8% radio 18,534 radio fam.

2 AM affiliates, average 1-time rate

D	6.50	6.50	9.20	15.35	23.50	35.00
N	9.50	9.50	13.80	23.00	33.25	56.25

KHUM, 250w, 1240kc, ABC, Western Radio

D	6.00	6.00	8.80	14.70	23.00	35.00
N	9.00	9.00	13.20	22.00	31.50	52.50

KIEM, 5kw, 1480kc, MBS, Blair, Conlan

D	7.00	7.00	9.60	16.00	24.00	40.00
N	10.00	10.00	14.40	24.00	36.00	60.00

KRED(FM) Chan. 242, 96.3mc, 4.6kw, Bonus
FORT BRAGG, Medocino, 11,339 fam., 96.5% radio, 10,942 radio fam.
KDAC, 250w, 1230kc, Forjoe

D	2.75	3.45	7.00	11.00	16.50	27.50
N	4.00	5.00	10.00	16.00	24.00	40.00

FRESNO, Fresno, 76,621 fam., 97.4% radio, 74,628 radio fam.

4 AM affiliates, average 1-time rate

D	12.50	13.25	20.05	35.90	53.85	89.75
N	25.00	26.37	40.15	71.80	107.70	179.50

KARM, 5kw, 1430kc, ABC, Petry

D	9.50	11.00	16.90	30.00	45.00	75.00
N	20.00	22.50	34.00	60.00	90.00	150.00

KRED (FM), Chan. 242, 96.3mc, 4.6kw, Bonus
KFRE, 50kw, 940kc, CBS, Avery-Knodel, Hooper

D	15.00	16.50	27.50	44.00	66.00	110.00
N	30.00	33.00	55.00	88.00	132.00	220.00

KRFM(FM), Chan. 227, 93.7mc, 70kw, Avery-Knodel

D	2.00	2.00		4.00	6.00	10.00
N	2.00	2.00		4.00	6.00	10.00

KGST, 1kw-D, 1600kc

D	7.75	7.75	10.00	21.60	36.00	60.00

KMJ, 5kw, 580kc, NBC, Raymer

D	18.00	18.00	25.00	48.00	72.00	120.00
N	35.00	35.00	50.00	96.00	144.00	240.00

KMJ-FM, Chan. 250, 97.9mc, 7.3kw, Bonus
KYNO, 1kw, 1300kc, MBS, Pearson, Hooper

D	7.50	7.50	10.80	21.60	32.40	54.00
N	15.00	15.00	21.60	43.20	64.80	108.00

GLENDALE, Los Angeles, 1,149,972 fam., 98.7% radio, 1,135,022 radio fam.
KIEV, 250w-D, 870kc

D	4.00	6.00		18.00	32.00	60.00

HANFORD, Kings, 12,931 fam., 96.8% radio, 12,517 radio fam.
KNGS, 1kw, 620kc, O'Connell

D	5.00	9.00	10.00	20.00	30.00	50.00
N	6.00	7.50	12.00	24.00	36.00	60.00

HOLLYWOOD, Los Angeles, 1,149,972 fam., 98.7% radio, 1,135,022 radio fam. (See Los Angeles listing)
INDIO, Riverside, 47,195 fam., 97.0% radio, 45,779 radio fam.
KREO, 250w, 1400kc, LBS, BMB

D	3.00	3.50	6.00	8.00	12.00	20.00
N	4.00	5.00	8.00	12.00	18.00	30.00

LAGUNA BEACH, Orange, 59,793 fam., 98.5% radio, 58,896 radio fam.
KTED, 1kw-D, 250w-N, 1520kc, Schepp-Reiner, Western

D	4.50	6.00	12.00	24.00	36.00	60.00
N	4.50	6.00	12.00	24.00	36.00	60.00

LANCASTER, Los Angeles, 1,149,972 fam., 98.7% radio, 1,135,022 radio fam.
KAVL, 250w, 1340kc

D	3.60	5.35	10.75	21.25	28.50	42.50
N	3.60	5.35	10.75	21.25	28.50	42.50

LODI, San Joaquin, 33,355 fam., 97.5% radio, 32,521 radio fam.
KCVR, 1kw-D, 1570kc

D	4.00	6.00	10.00	16.00	24.00	40.00

LONG BEACH, Los Angeles, 1,149,972 fam., 98.7% radio, 1,135,022 radio fam.

2 AM non-affiliates, average 1-time rate

D	5.50	6.25	12.00	16.00	38.50	62.50
N	8.75	10.00	19.50	37.50	62.50	107.50

KFOX, 1kw, 1280kc, Burn-Smith

D	5.00	5.00	9.00	17.00	32.00	50.00
N	7.50	7.50	14.00	25.00	50.00	90.00

KGER, 5kw, 1390kc

D	6.00	7.50	15.00	30.00	45.00	75.00
N	10.00	12.50	25.00	50.00	75.00	125.00

KNOB(FM) Chan. 276, 103.1mc, 320w, LBS

D	1.35	1.85		3.60	5.40	9.00
N	1.35	1.85		6.00	9.00	15.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

LOS ANGELES, Los Angeles, 1,149,972 fam., 98.7% radio, 1,135,022 radio fam.

4 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1
D	54.30	62.68	80.89	127.83	191.75	319
N	98.10	112.35	144.00	225.00	337.50	562

7 AM non-affiliates, average 1-time rate

D	10.50	12.28	19.91	35.28	55.35	91
N	16.87	19.12	30.87	54.60	83.21	136

KECA, 5kw, 790kc, ABC, ABC Spot Sales, Hooper

D	42.20	42.20	72.00	108.00	162.00	270
N	82.40	82.40	120.00	180.00	270.00	450

KECA-FM, Chan. 238, 95.5mc, 200kw, Bonus
KECA-TV, Chan. 7, 14.8kw-aur.; 29.8kw-vis., ABC, ABC Spot Sales

D	112.50	112.50	140.00	210.00	315.00	525
N	150.00	150.00	186.50	280.00	420.00	700

KFAC, 5kw, 1330kc, Pulse, Hooper

D	8.00	10.00		30.00	45.00	75
N	20.00			50.00	60.00	100

KFAC-FM, Chan. 238, 104.3mc, 8.8kw
KFI, 50kw, 640kc, NBC, Petry

D	62.50	62.50	84.00	140.00	210.00	350
N	125.00	125.00	168.00	280.00	420.00	700

KFI-FM, Chan. 290, 105.9mc, 287kw, Bonus
KFI-TV, Chan. 9, 15.7kw-aur.; 31kw-vis., Petry

D		54.00	54.00	120.00	180.00	300
N		90.00	90.00	200.00	300.00	500

KFMV(FM), Chan. 234, 94.7mc, 58kw

D	4.50	6.25	12.50	25.00	43.75	75
N	4.50	6.25	12.50	25.00	43.75	75

KFVD, 5kw, 1020kc, McGillvra

D	6.50	10.00	15.00	30.00	45.00	80
N	6.50	10.00	15.00	30.00	45.00	80

KFWB, 5kw, 980kc, Rambeau

D		10.00	25.00	36.00	72.00	108
N		15.00	40.00	50.00	100.00	150

KGFJ, 250w, 1230kc

D	6.00	6.00	12.00	16.00	24.00	40
N	6.00	6.00	12.00	16.00	24.00	40

KHJ, 5kw, 930kc, MBS, Blair, Hooper

D	32.50	46.00		90.00	135.00	225
N	65.00	92.00		180.00	270.00	450

KHJ-FM, Chan. 266, 101.1mc, 2kw, Bonus
KTSL(TV), Chan. 2, 11.4kw-aur.; 30.8kw-vis., DuMont, Blair-TV

N	60.00	100.00	125.00	200.00	300.00	500

KKLA(FM), Chan. 246, 97.1mc, 58kw

D	1.00	3.00	8.00	12.00	20.00	40
N	1.00	4.00	10.00	15.00	30.00	60

KLAC, 5kw-D, 1kw-N, 570kc, Young

D	12.50	15.00	20.75	41.25	62.00	103
N	18.75	23.75	41.50	82.50	124.00	206

KLAC-TV, Chan. 13, 16.2kw-aur.; 30.8kw-vis., Katz

D		60.00	100.00	160.00	240.00	400
N		90.00	150.00	240.00	360.00	600

KMGM(FM), Chan. 254, 98.7mc, 49kw

D	3.00		10.00	20.00	30.00	50
N	5.00		15.00	30.00	45.00	75

KMPC, 50kw-D, 10kw-N, 710kc, H-R Reps.

D	20.00	25.00	50.00	60.00	90.00	150
N	40.00	50.00	60.00	120.00	180.00	300

KNBH(TV), Chan. 4, 8kw-aur.; 15kw-vis., NBC, NBC Spot

D			141.00	225.00	338.00	563
N			188.00	300.00	450.00	750

KNX, 50kw, 1070kc, CBS, Radio Sales, Pulse

D	80.00	100.00	86.67	173.33	260.00	420
N	120.00	150.00		260.00	390.00	650

KNX-FM, Chan. 266, 93.1mc, 60kw, Bonus
KRKD, 5kw-D, 1kw-N, 1150kc

D	10.00	10.00	16.75	33.75	49.50	82
N	10.00	10.00	16.75	33.75	49.50	82

KRKD-FM, Chan. 242, 96.3mc, 15kw
KTLA(TV), Chan. 5, 15kw-aur.; 30kw-vis.

D	65.00	95.00	140.00	225.00	335.00	550
N	65.00	125.00	185.00	300.00	450.00	750

KTTV(TV), Chan. 11, 16.6kw-aur.; 31.5kw-vis., CBS, Radio Sales, Pulse

D	60.00	80.00	112.00	160.00	240.00	400
N	150.00	200.00	280.00	400.00	600.00	1,000

MARYSVILLE, Yuba, 3,023 fam., 95.9% radio, 2,929 radio fam.
KMYC, 250w, 1450kc, MBS

D	4.20	4.20	9.00	13.50	22.50	37
N	6.00	6.00	12.00	18.00	30.00	50

KMYC-FM, Chan. 260, 99.9mc, 4.7kw, Bonus
MERCED, Merced, 18,872 fam., 94.7% radio, 17,871 radio fam.
KYOS, 5kw, 1480kc, MBS, Grant

D	7.50	7.50	10.15	20.35	33.85	56
N	9.00	9.00	12.20	24.40	40.70	67

KVME(FM), Chan. 248, 97.5mc, 8.9kw, Bonus
MODESTO, Stanislaus, 35,366 fam., 97.1% radio, 34,587 radio fam.
KBEE(FM), Chan. 277, 103.3mc, 11.5kw, Raymer

D	1.00	1.00	2.00	3.60	6.00	10
N	1.50	1.50	3.00	5.40	9.00	15

JOE ADAMS REACHES ALL NEGROES IN LOS ANGELES

KOWL 5000 WATTS CLEAR CHANNEL

LOS ANGELES - SANTA MONICA, CALIF.

KMOD, 1kw, 1360kc, ABC, Hollingsbery

	SB	1M	5M	15M	30M	1 Hr
D	8.00	8.00	10.00	20.00	30.00	50.00
N	9.00	9.00	16.00	32.00	48.00	80.00

KTRB, 5kw, 860kc, Grant

D		8.50	15.00	25.00	45.00	75.00
N		12.00	20.00	32.00	50.00	90.00

KTBR-FM, Chan. 281, 104.1mc, 16kw, Grant, Bonus

MONTEREY, Monterey, 36,284 fam., 97.5% radio, 35,376 radio fam.

KMBY, 250w, 1240kc

D	1.75	3.00	4.50	9.00	13.50	22.50
N	3.00	4.50	6.00	12.00	18.00	30.00

MOUNT SHASTA, Siskiyou, 8,524 fam., 97.4% radio, 8,302 radio fam.

KWSD, 250w, 1340kc, Western Radio, Continental, BMB

D	4.50	6.00	10.00	16.00	24.00	40.00
N	5.00	7.50	12.50	20.00	30.00	50.00

NAPA, Napa, 12,953 fam., 98.3% radio, 12,732 radio fam.

KVON, 500w, 1440kc, Forjoe

D	3.90	4.65	7.25	13.20	21.85	37.50
N	3.90	4.65	7.25	13.20	21.85	37.50

NEEDLES, San Bernardino, 77,814 fam., 97.4% radio, 75,790 radio fam.

KSFE, 250w, 1340kc, Western Radio

D	1.50	2.00	4.00	8.00	12.00	20.00
N	1.50	2.00	4.00	8.00	12.00	20.00

OAKLAND, Alameda, 205,234 fam., 98.9% radio, 202,976 radio fam.

3 AM non-affiliate, average 1-time rate

D	9.25	9.66	14.91	28.16	43.75	86.25
N	7.66	10.00	25.00	48.33	74.00	125.00

KLX, 1kw, 910kc, Burn-Smith, Hooper

D	9.50	10.50	17.50	30.00	45.00	70.00
N	12.00	14.00	27.50	50.00	75.00	130.00

KLX-FM, Chan. 267, 101.3mc, 20kw, Burn-Smith, Bonus

KROW, 1kw, 960kc, Pulse, Hooper

D	9.00	11.00	13.75	27.50	41.25	68.75
N	11.00	12.50	25.00	50.00	75.00	125.00

KWBR, 1kw, 1310kc

D		7.50	13.50	27.00	45.00	72.00
N		12.50	22.50	45.00	72.00	120.00

KGSF(FM), Chan. 247, 97.3mc, 10kw

N		2.50		7.50	12.50	20.00

ONTARIO, San Bernardino, 77,814 fam., 97.4% radio, 75,790 radio fam.

KOCS, 250w-D, 1510kc, Cooke

D	2.90	2.90	6.25	11.25	17.50	30.00

KEDO(FM), Chan. 228, 93.5mc, 310w, Cooke Bonus days only

OROVILLE, Butte, 17,981 fam., 96.9% radio, 17,423 radio fam.

KDAN, 250w, 1340kc

D	5.75	5.75	8.75	17.50	25.00	40.00
N	5.75	5.75	8.75	17.50	25.00	40.00

OXNARD-VENTURA

KVVC, 1kw, 1590kc
(See Ventura-Oxnard listing)

KVNE, 1kw-D, 910kc
(No rates available)

PALM SPRINGS, Riverside, 47,195 fam., 97.0% radio, 45,779 radio fam.

KCMJ, 250w, 1340kc, CBS, Pearson, Western Radio

D	4.20	4.20	6.00	12.00	18.00	30.00
N	7.00	7.00	10.00	20.00	30.00	50.00

PALO ALTO, Santa Clara, 80,684, 98.5% radio, 79,473 radio fam.

KIBE, 250w-D, 1220kc, Biddick

D	10.00	12.00	15.00	30.00	45.00	75.00

PASADENA, Los Angeles, 1,149,972 fam., 98.7% radio, 1,135,022 radio fam.

2 AM non-affiliates, average 1-time rate

D	6.00	7.00	12.95	26.70	42.20	73.20
N	9.50	10.50	17.25	32.00	53.00	95.00

KALI, 1kw-D, 1430kc, LBS, Schepp-Reiner

D	3.00	5.00	8.50	21.00	34.00	60.00
N	3.00	5.00	8.50	21.00	34.00	60.00

KXLA, 10kw, 1110kc

D	9.00	9.00	17.40	32.40	50.40	86.40
N	16.00	16.00	26.00	43.00	72.00	130.00

PASO ROBLES, San Luis Obispo, 14,227 fam., 97.1% radio, 13,862 radio fam.

KPRL, 250w, 1230kc, MBS, Grant, Hooper

D	4.00	4.00	7.00	12.00	16.00	25.00
N	5.00	5.00	10.00	16.00	24.00	40.00

PETALUMA, Sonoma, 28,686 fam., 98.4% radio, 28,227 radio fam.

KAFF, 250w, 1490kc

D		3.85		9.45	16.80	29.40
N		3.85		9.45	16.80	29.40

PITTSBURG, Contra Costa, 83,072 fam., 98.7% radio, 81,992 radio fam.

KECC, 1kw, 990kc, Western Radio Sales

D	6.75	8.00	12.00	20.00	26.00	50.00
N	8.00	9.35	15.00	26.00	50.00	80.00

POMONA, Los Angeles, 1,149,972 fam., 98.7% radio, 1,135,022 radio fam.

KPMO, 500w, 1600kc

D	3.00	5.00	7.50	12.00	18.00	30.00
N	3.00	5.00	7.50	12.00	18.00	30.00

PORTERVILLE, Tulare, 41,539 fam., 96.5% radio, 40,085 radio fam.

KTIP, 250w, 1450kc, Cooke, Grant

D	4.00	4.00	6.00	12.00	18.00	30.00
N	6.00	6.00	10.00	20.00	30.00	50.00

RED BLUFF, Tehama, 5,354 fam., 97.2% radio, 5,204 radio fam.

KBLF, 250w, 1490kc, Tracy-Moore

D	4.00	4.00	7.00	14.00	21.00	35.00
N	4.00	4.00	7.00	14.00	21.00	35.00

REDDING, Shasta, 10,051 fam., 95.9% radio, 9,638 radio fam.

KVCV, 1kw, 600kc, MBS, Grant

	SB	1M	5M	15M	30M	1 Hr
D	10.65	10.65	15.50	26.00	43.10	65.00
N	12.75	12.75	18.65	31.00	51.75	78.65

KURE(FM), Chan. 280, 103.9mc, 1kw, Grant Bonus

REDLANDS, San Bernardino, 77,814 fam., 97.4% radio, 75,790 radio fam.

KZYZ, 1kw-D, 990kc
(no rates available)

RIVERSIDE, Riverside, 47,195 fam., 97.0% radio, 45,779 radio fam.

KPRO, 1kw, 1440kc, Pearson

D		6.00	8.00	12.00	20.00	40.00
N		6.00	8.00	12.00	20.00	40.00

KPOR(FM), Chan. 248, 97.5mc, 80kw (Same as AM)

SACRAMENTO, Sacramento, 77,027 fam., 97.9% radio, 75,409, radio fam.

4 AM affiliates, average 1-time rate

D	10.87	10.87	15.92	29.10	43.65	72.75
N	21.12	21.12	31.85	58.20	87.30	145.50

KCRA, 1kw, 1320kc, NBC, Meeker, BMB, Conlan, Hooper

D	9.00	9.00	15.00	24.00	36.00	60.00
N	18.00	18.00	30.00	48.00	72.00	120.00

KCRA-FM, Chan. 241, 96.1mc, 15kw, Meeker (Bonus)

KFBK, 50kw, 1530kc, ABC, Raymer, Hooper, BMB

D	18.00	18.00	25.00	48.00	72.00	120.00
N	35.00	35.00	50.00	96.00	144.00	240.00

KFBK-FM, Chan. 245, 96.9mc, 5.4kw, Raymer Bonus

KROY, 250w, 1240kc, CBS, Avery-Knodel, Hooper

D	9.00	9.00	12.50	22.00	33.00	55.00
N	16.50	16.50	25.00	44.00	66.00	110.00

KXOA, 1kw, 1470kc, MBS, Pearson, Conlan

D	7.50	7.50	11.20	22.40	33.60	56.00
N	15.00	15.00	22.40	44.80	67.20	112.00

KXOA-FM, Chan. 300, 107.9mc, 13kw (Bonus)

SALINAS, Monterey, 36,284 fam., 97.5% radio, 35,376 radio fam.

KSBW, 1kw, 1380kc, MBS, Burn-Smith

D	6.00	6.00	12.00	24.00	36.00	60.00
N	7.50	7.50	15.00	30.00	45.00	75.00

KSNI(FM), Chan. 233, 9.45mc, 3.2kw, Gra[illegible]

D	3.00	3.00	4.50	9.00	13.50	22.50
N	4.50	4.50	6.00	12.00	18.00	30.00

SAN BERNARDINO, San Bernardino, 77,814 fam., 97.4% radio, 75,790 radio fam.

2 AM affiliates, average 1-time rate

D	8.25	8.25	11.60	23.20	34.80	58.00
N	13.00	13.00	18.50	37.00	55.50	92.50

2 AM non-affiliates, average 1-time rate

D	4.00	6.00	10.75	17.20	25.80	43.00
N	5.40	9.00	12.50	22.50	34.20	57.00

KCSB, 500w, 1350kc, Forjoe

D	5.00	7.00	10.00	20.00	30.00	50.00
N	6.00	10.00	12.00	24.00	36.00	60.00

KFXM, 1kw, 590kc, MBS, Blair, Hooper

D	9.00	9.00	11.20	22.40	33.60	56.00
N	14.00	14.00	17.00	34.00	51.00	85.00

KITO, 5kw, 1290kw, ABC, Hollingbery, Conlan

D	7.50	7.50	12.00	24.00	36.00	60.00
N	12.00	12.00	20.00	40.00	60.00	100.00

KRNO, 250w, 1240kc, Western, Hooper

D	3.00	5.00	11.50	14.40	21.60	36.00
N	4.80	8.00	13.00	21.60	32.40	54.00

SAN BRUNO, San Mateo, 65,371 fam., 98.9% radio, 64,390 radio fam.

KSBR(FM), Chan. 263, 100.5mc, 250kw, Grant, Calif. Net.

D	4.32	5.10	6.00	12.00	18.00	30.00
N	6.00	8.00	10.00	20.00	30.00	50.00

SAN DIEGO, San Diego, 149,711 fam., 98.2% radio, 147,016 radio fam.

4 AM affiliates, average 1-time rate

D	11.37	13.90	19.70	34.80	52.20	87.00
N	21.81	26.56	36.90	69.50	104.25	173.75

2 AM non-affiliates, average 1-time rate

D		7.50	14.75	26.25	38.00	60.00
N		8.75	20.25	37.50	48.00	80.00

KCBQ, 5kw-D, 1kw-N, 1170kc, CBS, Hollingbery, Hooper

D	13.20	13.20	20.00	35.20	52.80	88.00
N	26.25	26.25	40.00	70.00	105.00	175.00

KFMB, 1kw, 550kc, ABC, Branham, Hooper

D	10.80	14.40	18.00	36.00	54.00	90.00
N	18.00	24.00	36.00	72.00	108.00	180.00

KFMB-TV, Chan. 8, 29.2kw-vis.; 20.2kw-aur., ABC, Branham

	32.00	32.00	50.00	80.00	120.00	200.00

KFSD, 5kw, 600kc, NBC, Raymer, Hooper

D	14.00	18.00	24.00	40.00	60.00	100.00
N	28.00	36.00	48.00	80.00	120.00	200.00

KFSD-FM, Chan. 231, 94.1mc, 33kw (Bonus)

(Continued on page 46)

JOE ADAMS
REACHES ALL
NEGROES
IN LOS ANGELES
KOWL 5000 WATTS CLEAR CHANNEL
LOS ANGELES - SANTA MONICA, CALIF.

A TIME BUYERS DREAM COME TRUE...

★ ★ ★

NOW! For the First Time

SET UP YOUR OWN NETWORK

and

SAVE 20% ON TIME COSTS

(PLUS FREQUENCY DISCOUNTS)

THE PACIFIC REGIONAL NETWORK

offers in California a network that provides...

COMPLETE COVERAGE. FOR THE FIRST TIME, here is a network that provides intensive coverage of every significant California market within your distribution pattern . . . with as many as 48 radio stations available . . . more than the other four networks combined!

SPOT FLEXIBILITY. Until PACIFIC REGIONAL NETWORK came into existence SPOT RADIO was the only way to secure Tailored coverage. Now PRN, and only PRN, provides a NETWORK WITH SPOT FLEXIBILITY . . . enabling you to buy all or part of 48 separate markets.

LOCAL IMPACT. Since advertisers' products are sold in LOCAL markets, the most effective way to sell is through LOCAL stations. With 48 Local affiliates in 48 Local markets, PACIFIC REGIONAL NETWORK offers the advertiser the MAXIMUM LOCAL IMPACT.

SAVINGS of money, time, and effort . . . all the economy and convenience of a single network purchase and billing, and the ease of network program promotion.

NOTE TO EASTERN TIME-BUYERS. We are new, but BIG! If you haven't seen our market facility study—scribble your name on a letterhead.

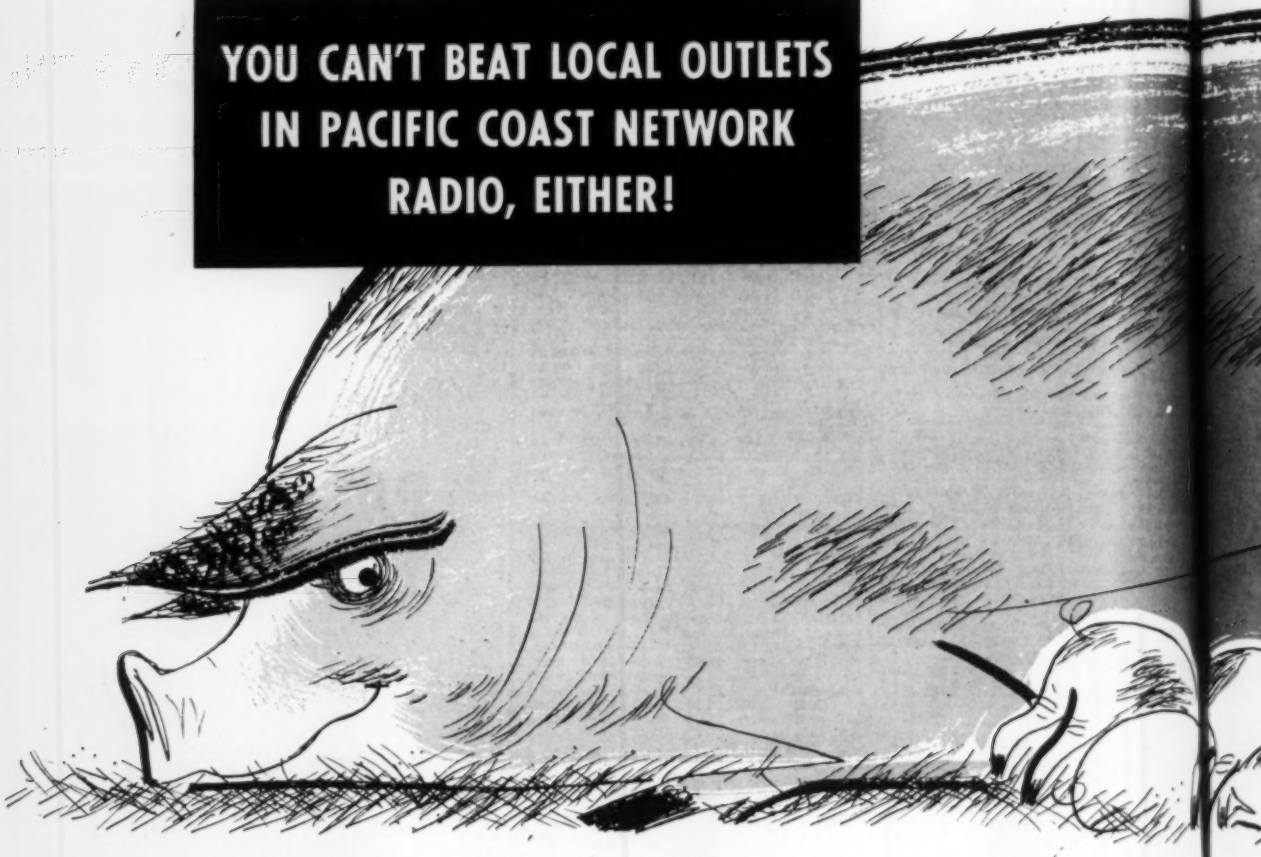
PRN

PACIFIC REGIONAL NETWORK

6540 SUNSET BLVD., HOLLYWOOD, CALIF.

CLIFF GILL, General Manager — Hillside 7406 — TED MacMURRAY, Sales Manager

YOU CAN'T BEAT LOCAL OUTLETS IN PACIFIC COAST NETWORK RADIO, EITHER!



THE VALUE OF LOCAL OUTLETS is well known by national distributors. Even though they manufacture in a few key spots, they *sell* through *local* outlets.

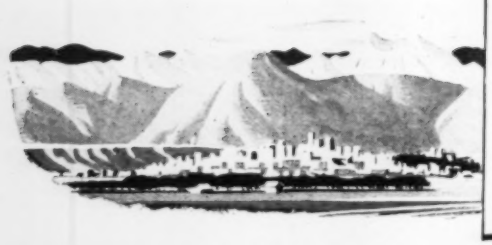
On the Pacific Coast, the best, most economical selling results are obtained the same way—by local network radio outlets. The Pacific Coast's 14½ million people are located in markets widely separated by high mountain ranges and great distances. These markets represent $21,154,281,000 of the United States total buying power.

To offer advertisers all the advantages of local selling and local influence, Don Lee has designed a network to fit the different Pacific Coast selling picture—with local network stations in each of 45 important Pacific Coast markets.

This is important in selling, and it's an exclusive Don Lee Network selling advantage. Other exclusive Don Lee selling advantages are flexibility and economy. You buy coverage to fit your distribution pattern.

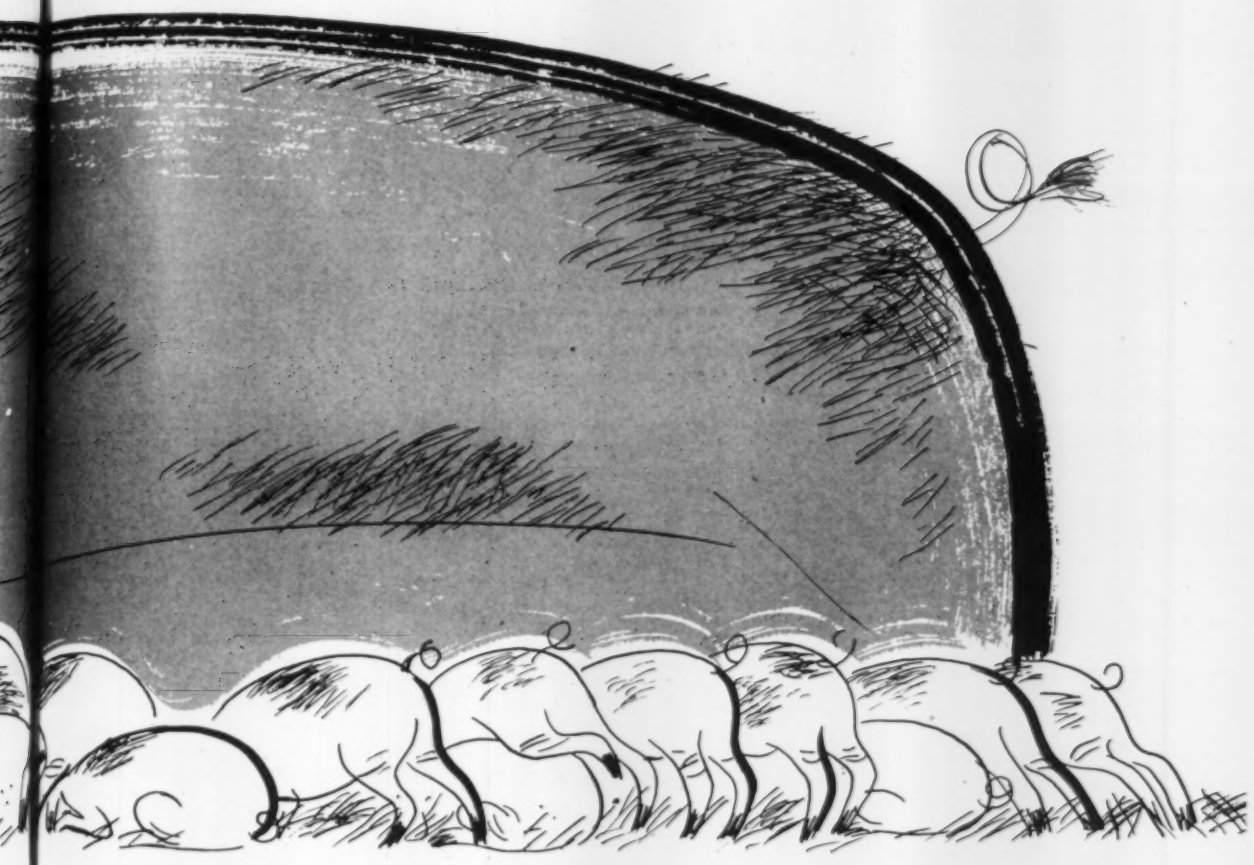
LEWIS ALLEN WEISS, *Chairman of the Board* • WILLET H. BROWN, *President* • WARD D. INGRIM, *Vice-President in Charge of Sales*

1313 NORTH VINE STREET, HOLLYWOOD 28, CALIFORNIA • *Represented Nationally by* JOHN BLAIR & COMPANY



Of 45 Major Pacific Coast Cities

ONLY 10	3	8	24
have stations of all 4 networks	have Don Lee and 2 other network stations	have Don Lee and 1 other network station	have Don Lee and NO other network station



No waste. You buy only what you need.

No sir, you can't beat local outlets, as has been proven in selling since selling began. And you can't beat Don Lee's local network outlets for selling the widely separated markets on the Pacific Coast, as has been proven by the fact that more regionally sponsored programs are carried by Don Lee consistently than by the other three networks combined.

***Don Lee Stations on Parade:* KAFY—BAKERSFIELD, CALIFORNIA**

Bakersfield is the county seat of the famous Golden Empire of Kern County and the hub of the fabulous southern San Joaquin valley. Surrounded on three sides by high mountains, this important market cannot be effectively reached by "long-distance" broadcasting. When you buy the Don Lee Network you get KAFY (now operating on 1000 watts at 550 kc.) which delivers your selling messages locally to the people where they live—where they spend their money.

The Nation's Greatest Regional Network

CALIFORNIA

SPOT RATE FINDER

(Continued from page 43)

KGB, 1kw, 1360kc, MBS, Blair

	SB	1M	5M	15M	30M	1 Hr
D	7.50	10.00	16.80	28.00	42.00	70.00
N	15.00	20.00	23.60	56.00	84.00	140.00

KSDO, 5kw, 1kw-N, 1130kc, Sears & Ayer, Western Radio

D	5.00	7.50	11.50	22.50	40.00	60.00
N	7.50	10.00	22.50	45.00	60.00	100.00

KSDO-FM, Chan. 243, 96.5mc, 48kw (Bonus)

KSON, 250w, 1240kc, Forjoe, Hooper, Conlan

D		7.50	18.00	30.00	36.00	60.00
N		7.50	18.00	30.00	36.00	60.00

KWFM(FM), Chan. 284, 104.7mc, 16kw (No data available)

SAN FERNANDO, Los Angeles, 1,149,972 fam., 98.7% radio, 1,135,022 radio fam.

KGIL, 1kw, 1260kc

D	4.50	6.00	10.00	20.00	30.00	50.00
N	4.50	6.00	10.00	20.00	30.00	50.00

SAN FRANCISCO, San Francisco, 213,151 fam., 98.0% radio, 208,887 radio fam.

4 AM affiliate, average 1-time rate

D	34.83	37.16	52.50	81.75	122.75	221.25
N	65.16	69.83	108.00	168.00	252.00	420.00

4 AM non-affiliates, average 1-time rate

D	10.77	12.12	19.37	36.00	58.00	96.75
N	18.03	20.06	31.87	59.25	95.00	159.25

KCBS, 5kw, 740kc, CBS, Radio Sales, BMB, Hooper, Pulse

D	28.00	35.00	37.50	70.00	105.00	175.00
N	56.00	70.00		140.00	210.00	350.00

KCBS-FM, Chan. 279, 103.7mc, Radio Sales (Bonus)

KDFC(FM), Chan. 271, 102.1mc, 33kw

D	3.50	12.00	18.00	30.00
N	5.00	16.00	24.00	40.00

KFRC, 5kw, 610kc, MBS, Don Lee Blair

D	53.00	80.00	200.00	
N	160.00	240.00	400.00	

KGO, 50kw, 810kc, ABC, ABC Spot Sales, Hooper, BMB

D	40.50	40.50	72.00	108.00	162.00	270.00
N	67.50	67.50	120.00	180.00	270.00	450.00

KGO-FM, Chan. 291, 106.1mc, 50kw, ABC Spot Sales (Bonus)

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

KGO-TV, Chan. 7, 13kw-aur.; 27kw-vis., ABC, ABC Spot Sales

	SB	1M	5M	15M	30M	1 Hr
D	42.00	42.00	56.00	84.00	126.00	210.00
N	70.00	70.00	93.33	140.00	210.00	350.00

KGSF(FM), Chan. 247, 97.3mc, 10kw (no rates available)

KJBS, 1kw, 1100kc, Headley-Reed, Hooper

D	15.00	15.00	26.00	41.00	73.00	125.00
N	22.50	22.50	39.00	60.00	110.00	187.00

KJBS-FM, Chan. 255, 98.9mc, 35kw, Bonus

KNBC, 50kw, 680kc, NBC, NBC Spot, BMB

D	36.00	36.00	48.00	96.00	144.00	240.00
N	72.00	72.00	96.00	192.00	288.00	480.00

KNBC-FM, Chan. 259, 99.7mc, 45kw, NBC Spot Sales (Bonus)

KRON-FM, Chan. 243, 96.5mc, 12kw

N	2.00	6.00	9.00	12.00	18.00	30.00

KRON-TV, Chan. 4, 7.7kw-aur.; 14.5w-vis., NBC Free & Peters

D		28.00	45.50	72.50	108.75	181.25
N		56.00	91.00	145.00	217.50	362.50

KSAN, 250w, 1450kc, Western

D	7.50	7.50	13.50	27.00	45.00	72.00
N	12.50	12.50	22.50	45.00	72.00	120.00

KSFH(FM), Chan. 235, 94.9mc, 15.8kw

D	2.50	4.00	10.00	18.00	24.00	40.00
N	2.50	4.00	10.00	18.00	24.00	40.00

KSFO, 5kw-D, 1kw-N, 560kc, Rambeau, BMB, Hooper, Pulse

D	12.50	12.50	18.00	36.00	54.00	90.00
N	25.00	25.00	36.00	72.00	108.00	180.00

KPIX(TV), Chan. 5, 15.4kw-aur.; 29.9kw-vis. CBS, DuMont, Katz

D	26.00	26.00	46.00	72.00	108.00	180.00
N	52.00	52.00	92.00	144.00	216.00	360.00

KYA, 5kw-D, 1kw-N, 1260kc, Hollingbery

D	8.10	13.50	20.00	40.00	60.00	100.00
N	12.15	20.25	30.00	60.00	90.00	150.00

SANGER, Fresno, 76,621 fam., 97.4% radio, 74,628 radio fam.

KSGN, 1kw-D, 900kc, Tracy-Moore

D	4.00	5.00	10.00	16.00	24.00	40.00

SAN JOSE, Santa Clara, 80,684 fam., 98.5% radio, 79,473 radio fam.

4 AM non-affiliates, average 1-time rate

D	5.86	7.55	12.62	24.25	35.25	58.75
N	5.30	6.73	14.16	27.00	37.00	61.66

KEEN, 1kw, 1370kc, Grant, Hooper

D	5.60	8.00	18.00	34.00	42.00	70.00
N	5.60	8.00	18.00	34.00	42.00	70.00

KLOK, 5kw-D, 1170kc, Grant

D	7.00	10.00	15.00	25.00	42.00	70.00

KRPO(FM), Chan. 222, 92.3mc, 1kw, Continental

	SB	1M	5M	15M	30M	1 Hr
D	3.00	3.50	6.00	8.00	12.00	20.00
N	4.00	5.00	8.00	12.00	18.00	30.00

KSJO, 1kw-D, 500w-N, 1590kc, Forjoe, Conlan

D	7.20	10.00	18.00	27.00	45.00
N	7.20	17.00	27.00	39.00	65.00

KSJO-FM, Chan. 237, 95.3mc, 1kw, Forjoe (Bonus)

KXRX, 1kw, 1500kc, Western Radio, Conlan

D	5.00	5.00	7.50	20.00	30.00	50.00
N	5.00	5.00	7.50	20.00	30.00	50.00

SAN LUIS OBISPO, San Luis Obispo, 14,277 fam., 97.1% radio, 13,862 radio fam.

KMNS, 250w, 1340kc

D	3.00	3.00	7.00	16.00	25.00	40.00
N			4.50	9.00	14.00	25.00

KVEC, 1kw-D, 500w-N, 920kc, MBS, Grant, Hooper

D	5.00	5.00	8.00	15.00	21.00	35.00
N	7.00	7.00	12.00	24.00	36.00	60.00

SAN MATEO, San Mateo, 65,371 fam., 98.9% radio, 64,390 radio fam.

2 AM non-affiliates, average 1-time rate

D	6.75	8.70	15.33	30.66	47.50	76.66

KSMO, 1kw, 1550kc, Grant, Pulse

D	7.90	9.00	16.67	33.33	50.00	83.33
N	11.00	12.50	25.00	50.00	75.00	125.00

KVSM, 250w-D, 1050kc, Sears & Ayer, Western Radio

D	5.60	8.40	14.00	28.00	45.00	70.00

SAN RAFAEL, Marin, 23,670 fam., 99.2% radio, 23,480 radio fam.

KTIM, 1kw-D, 1510kc

D	4.70	4.70	7.05	14.15	25.90	47.05

SANTA ANA, Orange, 59,793 fam., 98.5% radio, 58,896 radio fam.

KVOE, 1kw, 1480kc, MBS, Cooke, BMB

D	5.00	5.00	10.00	16.00	24.00	40.00
N	9.00	9.00	15.00	24.00	36.00	60.00

KVOE-FM, Chan. 244, 96.7mc, 1kw

D	1.00	1.00	3.50	5.00	10.00	15.00
N	1.00	1.00	3.50	5.00	10.00	15.00

SANTA BARBARA, Santa Barbara, 27,119 fam., 97.9% radio, 26,549 radio fam.

3 AM affiliates, average 1-time rate

D	5.31	5.31	9.13	16.83	25.00	41.33
N	10.63	10.63	15.93	29.00	44.00	73.33

KDB, 250w, 1490kc, MBS, Blair

D	4.00	4.00	8.40	14.00	21.00	35.00
N	8.00	8.00	16.80	28.00	42.00	70.00

KIST, 250w, 1340kc, NBC, Hooper

D	4.95	4.95	9.00	16.50	24.00	39.00
N	9.90	9.90	15.00	27.00	42.00	70.00

KTMS, 1kw, 1250kc, ABC, Raymer

D	7.00	7.00	10.00	20.00	30.00	50.00
N	14.00	14.00	16.00	32.00	48.00	80.00

(Above rates in combination with KCOY Santa Maria)

SANTA CRUZ, Santa Cruz, 18,413 fam., 97.8% radio, 18,007 radio fam.

2 AM non-affiliates, average 1-time rate

D	6.25	7.00	22.00	34.00	46.00	70.00
N	8.50	9.50	26.00	42.00	58.00	90.00

KDON, 5kw, 1460kc, Grant

D	7.50	9.00	34.00	48.00	62.00	90.00
N	11.00	13.00	40.00	60.00	80.00	120.00

KSCO, 1kw-D, 500w-N, 1080kc

D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.00	6.00	12.00	24.00	36.00	60.00

SANTA MARIA, Santa Barbara, 27,119 fam., 97.9% radio, 26,549 radio fam.

KCOY, 250w, 1400kc, ABC, Raymer, Hooper

D	3.50	3.50	5.00	10.00	15.00	25.00
N	7.00	7.00	8.00	16.00	24.00	40.00

KSMA, 250w, 1240kc

D	2.50	3.00	4.00	8.00	14.00	24.00
N	2.50	3.00	4.00	8.00	14.00	24.00

SANTA MONICA, Los Angeles, 1,149,972 fam., 98.7% radio, 1,135,022 radio fam.

KOWL, 5kw-D, 1580kc

D	4.50	7.00	9.00	21.00	36.00	60.00

SANTA PAULA, Ventura, 31,712 fam., 97.7% radio, 30,982 radio fam.

KSPA, 250w, 1400kc

D	3.00	4.50	6.75	13.50	22.50	37.50
N	3.00	4.50	6.75	13.50	22.50	37.50

SANTA ROSA, Sonoma, 28,686 fam., 98.4% radio, 28,227 radio fam.

KSRO, 1kw, 1350kc, Grant

	SB	1M	5M	15M	30M	1 Hr
D	5.25	5.25	10.50	21.00	31.50	52.50
N	7.00	7.00	14.00	28.00	42.00	70.00

SAUSALITO, Marin, 23,670 fam., 99.2% radio, 23,480 radio fam.

KRFC(FM), Chan. 271, 102.1mc, 33kw (See San Francisco Listing)

SONORA, Tuolumne, 3,496 fam., 97.2% radio, 3,398 radio fam.

KROG, 250w, 1450kc

D	4.00	6.00	10.00	16.00	24.00	40.00
N	4.00	6.00	10.00	16.00	24.00	40.00

STOCKTON, San Joaquin, 33,355 fam., 97.5% radio, 32,526 radio fam.

3 AM affiliates, average 1-time rate

D	6.33	6.33	10.33	20.66	31.00	51.66
N	11.66	11.66	19.00	37.33	56.00	93.33

KGDM, 5kw, 1140kc, CBS, Blair

D	9.00	9.00	18.00	30.00	45.00	75.00
N	15.00	15.00	25.00	48.00	72.00	120.00

KGDM-FM, Chan. 225, 92.9mc, 1kw, Blair Bonus

KSTN, 1kw, 1420kc, Hollingbery

D	3.00	3.00	5.60	11.20	16.80	28.00
N	3.00	3.00	5.60	11.20	16.80	28.00

KWG, 250w, 1230kc, ABC, Raymer, Hooper

D	5.00	5.00	8.00	16.00	24.00	40.00
N	10.00	10.00	16.00	32.00	48.00	80.00

KXOB, 1kw, 1280kc, MBS, Western Radio, Conlan

D	5.00	5.00	8.00	16.00	24.00	40.00
N	10.00	10.00	16.00	32.00	48.00	80.00

SUSANVILLE, Lassen, 5,140 fam., 97.8% radio, 5,026 radio fam.

KSUE, 250w, 1240kc, Tracy-Moore

D	4.00	4.00	7.00	14.00	21.00	35.00
N	4.00	4.00	7.00	14.00	21.00	35.00

TAFT, Kern, 63,108 fam., 97.1% radio, 61,277 radio fam.

KTKR, 500w-D, 1310kc, LBS

D	4.00	10.00	16.00	24.00	40.00

TULARE, Tulare,, 41,539 fam., 96.5% radio, 40,085 radio fam.

KCOK, 1kw, 1270kc, MBS, Western Radio, Pearson, Conlan

D	4.00	4.00	6.00	12.00	18.00	30.00
N	6.00	6.00	10.00	20.00	30.00	50.00

TURLOCK, Stanislaus, 35,366 fam., 97.8% radio, 34,587 radio fam.

KTUR, 1kw, 1390kc, O'Connell

D	3.50	3.50	6.50	13.50	26.25	37.00
N	3.50	3.50	7.50	17.50	33.00	55.00

UKIAH, Mendocino, 11,339 fam., 96.5% radio, 10,942 radio fam.

KUKI, 250w, 1400kc

D	4.00	6.00	8.00	16.00	24.00	40.00
N	5.00	7.50	10.00	20.00	30.00	50.00

VALLEJO, Solano, 28,540 fam., 98.7% radio, 28,168 radio fam.

KGYW, 250w-D, 1190kc, Moore, Hooper, Conlan

D	7.50	7.50	20.00	30.00	50.00

VENTURA-OXNARD, Ventura, 31,712 fam., 97.7% radio, 30,982 radio fam.

2 AM non-affiliates average 1-time rate

D	2.87	4.50	8.00	14.00	22.00	37.00
N	2.87	4.50	8.00	14.00	22.00	37.00

KVEN, 250w, 1450kc

D	2.75	4.00	7.00	12.00	20.00	34.00
N	2.75	4.00	7.00	12.00	20.00	34.00

KVVC, 1kw, 1590kc

D	3.00	5.00	9.00	16.00	24.00	40.00
N	3.00	5.00	9.00	16.00	24.00	40.00

VICTORVILLE, San Bernardino, 77,814 fam., 97.4% radio, 75,790 radio fam.

KVRV, 5kw-D, 960kc
(No rates available)

VISALIA, Tulare, 41,539 fam., 96.5% radio, 40,085 radio fam.

KKIN, 250w, 1400kc, Forjoe

D	3.00	3.45	7.00	11.00	18.00	30.00
N	4.00	5.00	10.00	16.00	25.00	40.00

WATSONVILLE, Santa Cruz, 18,413 fam., 97.8% radio, 18,007 radio fam.

KHUB, 250w, 1340

D		4.80	8.40	17.00	33.00	48.00
N		4.80	8.40	17.00	33.00	48.00

YREKA, Siskiyou, 8,524 fam., 97.4% radio, 8,302 radio fam.

KSYC, 250w, 1490kc, Moore, BMB

D		4.00	7.00	14.00	21.00	35.00
N		4.00	7.00	14.00	21.00	35.00

YUBA CITY, Sutter, 7,301 fam., 96.8% radio, 7,067 radio fam.

KUBA, 1kw-D, 500w-N, West Coast Radio Sales

D	4.50	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	24.00	36.00	60.00

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MARKET INDICATORS FOR CALIFORNIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	10,472,348	'50	6,907,387	'40
% of U.S.	6.99%	'50	5.23%	'40
Families	2,925,236	'50	2,150,960	'40
Percent Radio	98.2%	'49	96%	'46
Radio Families	2,872,581	'50	2,673,000	'46
Retail Sales	$11,489,896,000	'49	10,979,997,000	'48
Retail Trade Employes	533,559	'48	341,295	'39
Wholesale Sales Volume	$13,165,297,000	'48	3,840,100,000	'39
Wholesale Trade Employes	209,199	'48	138,096	'39
Employment (Mid-March)	2,482,748	'48	2,340,333	'47
Taxable Payrolls (1st quarter)	$ 1,809,288,000	'48	1,623,396,000	'47
Income	$17,099,000,000	'48	5,606,000,000	'40
Percent distribution	8.30%	'48	7.39%	'40
Per Capita Income	$ 1,651	'48	805	'40
Percent of national per capita income	117%	'48	140%	'40
New Construction (Private)	$ 1,641,200,000	'49	479,100,000	'29
Residential	$ 1,061,400,000	'49	324,900,000	'29
Non-Residential	$ 306,000,000	'49	93,900,000	'29
Value added by Manufacture	$ 3,994,981,000	'47	1,122,545,000	'29
Automobile Registration	4,161,109	'49	3,798,813	'40
Telephones	3,317,200	'49	2,280,700	'40

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

CALIFORNIA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qr. 1948 ($000)
Alameda	734,740	513,011	205,234	202,976	98.9	854,750	804,360	171,994	126,7[illegible]
Alpine	236	323	65	62	95.9	176	42	71	5[illegible]
Amador	9,101	8,973	2,542	2,470	97.2	8,093	8,229	1,627	1,1[illegible]
Butte	64,374	42,840	17,981	17,423	96.9	63,651	72,094	9,735	6,2[illegible]
Calaveras	9,850	8,221	2,751	2,654	96.5	8,093	6,104	1,240	7[illegible]
Colusa	11,573	9,788	3,232	3,160	97.8	13,488	14,689	1,058	5[illegible]
Contra Costa	297,400	100,450	82,072	81,992	98.7	210,438	191,854	41,524	30,9[illegible]
Del Norte	8,027	4,745	2,242	2,138	95.4	6,746	8,084	1,718	1,1[illegible]
Eldorado	16,046	13,229	4,482	4,289	95.7	17,535	13,795	2,610	1,5[illegible]
Fresno	274,304	178,565	76,621	74,628	97.4	295,811	285,112	40,846	26,9[illegible]
Glenn	15,341	12,195	4,285	4,186	97.7	18,887	17,621	1,524	8[illegible]
Humboldt	68,548	45,812	19,147	18,534	96.8	67,500	75,128	16,131	11,5[illegible]
Imperial	62,512	59,740	17,461	16,273	93.2	69,975	72,486	9,155	5,6[illegible]
Inyo	11,486	7,625	3,208	3,060	95.4	14,235	15,629	2,329	1,5[illegible]
Kern	225,928	135,124	63,108	61,277	97.1	233,135	221,172	29,006	20,2[illegible]
Kings	46,295	35,168	12,931	12,517	96.8	49,911	47,640	5,263	3,4[illegible]
Lake	11,380	8,069	3,178	3,108	97.8	11,536	10,228	828	4[illegible]
Lassen	18,403	14,479	5,140	5,026	97.8	18,886	16,483	3,457	2,4[illegible]
Los Angeles	4,116,901	2,785,643	1,149,972	1,135,022	98.7	4,721,133	4,483,199	1,165,548	858,4[illegible]
Madera	36,763	23,314	10,268	9,816	95.6	28,841	30,288	2,786	1,6[illegible]
Marin	84,739	52,907	23,670	23,480	99.2	69,297	66,535	9,322	5,8[illegible]
Mariposa	5,083	5,605	1,419	1,355	95.5	4,793	3,300	776	4[illegible]
Mendocino	40,596	27,864	11,339	10,942	96.5	32,516	35,276	5,873	3,7[illegible]
Merced	67,563	46,988	18,872	17,871	94.7	62,066	68,280	6,287	4,0[illegible]
Modoc	9,643	8,713	2,693	2,604	96.7	13,489	10,883	1,401	1,0[illegible]
Mono	2,082	2,299	581	551	95.0	1,349	1,752	86	.[illegible]
Monterey	129,898	73,032	36,284	35,376	97.5	112,151	130,781	17,179	11,0[illegible]
Napa	46,373	28,503	12,953	12,732	98.3	42,026	39,046	4,888	2,9[illegible]
Nevada	19,409	19,283	5,421	5,280	97.4	20,878	19,833	2,705	1,6[illegible]
Orange	214,061	130,760	59,793	58,896	98.5	194,944	206,387	32,683	21,2[illegible]
Placer	41,324	28,108	11,543	11,231	97.3	38,016	38,192	4,019	2,2[illegible]
Plumas	13,398	11,548	3,742	3,625	96.9	14,839	12,980	2,114	1,2[illegible]
Riverside	168,959	105,524	47,195	45,779	97.0	161,481	166,264	32,144	14,4[illegible]
Sacramento	275,760	170,333	77,027	75,409	97.9	305,667	296,291	47,149	31,9[illegible]
San Benito	14,330	11,392	4,002	3,905	97.6	16,186	12,163	1,448	9[illegible]
San Bernardino	278,577	161,108	77,814	75,790	97.4	240,750	247,183	38,034	24,9[illegible]
San Diego	535,967	289,348	149,711	147,016	98.2	515,687	506,208	91,883	60,9[illegible]
San Francisco	763,081	634,536	213,151	208,887	98.2	1,247,370	1,031,711	368,136	292,2[illegible]
San Joaquin	119,414	134,207	33,355	32,521	97.5	216,111	200,614	30,563	20,6[illegible]
San Luis Obispo	51,115	33,246	14,277	13,862	97.1	53,520	53,979	5,311	2,9[illegible]
San Mateo	234,030	111,782	65,371	64,390	98.5	194,501	178,630	30,962	23,1[illegible]
Santa Barbara	97,087	70,555	27,119	26,549	97.9	116,925	118,857	16,069	10,1[illegible]
Santa Clara	288,852	174,949	80,684	79,473	98.5	286,836	280,259	47,545	32,8[illegible]
Santa Cruz	65,920	45,057	18,413	18,007	97.8	69,866	69,800	10,200	6,0[illegible]
Shasta	35,985	28,800	10,051	9,638	95.9	38,469	42,333	5,393	3,3[illegible]
Sierra	2,363	3,025	660	635	96.3	1,350	1,585	545	3[illegible]
Siskiyou	30,517	28,598	8,524	8,302	97.4	36,421	31,011	6,672	4,7[illegible]
Solano	102,174	49,118	28,540	28,168	98.7	93,707	88,102	9,702	6,1[illegible]
Sonoma	102,699	69,052	28,686	28,227	98.4	100,642	127,783	13,486	8,0[illegible]
Stanislaus	126,613	74,866	35,366	34,587	97.8	128,146	149,451	14,894	9,2[illegible]
Sutter	26,140	18,680	7,301	7,067	96.8	17,535	15,090	2,199	1,2[illegible]
Tehama	19,169	14,316	5,354	5,204	97.2	18,283	19,465	3,451	2,4[illegible]
Trinity	5,045	3,970	1,409	1,334	94.7	4,046	2,771	534	2[illegible]
Tulare	148,711	107,152	41,539	40,085	96.5	131,671	131,722	14,127	8,7[illegible]
Tuolumne	12,517	10,887	3,496	3,398	97.2	12,886	12,586	1,933	1,3[illegible]
Ventura	113,531	69,685	31,712	30,982	97.7	90,943	97,422	11,489	7,3[illegible]
Yolo	40,453	27,243	11,299	10,973	97.3	35,707	33,724	3,763	2,4[illegible]
Yuba	24,240	17,034	6,770	6,492	95.9	36,006	37,506	4,772	3,1[illegible]

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

COME ON IN . . .

THE MARKET'S FINE!

The San Diego Market, that is!

Retail Sales $729,000,000*
Industrial Payrolls $66,000,000
Navy Payroll $97,000,000
Farm Products $57,000,000
World's largest tuna port
Increase in Retail Sales 434% since 1940

IN FACT . . .

San Diego—the nation's 26th market in population—has the highest Retail Sales Index of any U. S. city in the first 40.**

YES, THE SAN DIEGO MARKET'S FINE . . . AND GETTING FINER!

And Remember:

KCBQ—CBS is the only San Diego station to increase in over-all audience during 1949, with all other [illegible] affiliates taking a nosedive.

Local and national spot advertisers buy more programs on KCBQ—CBS than on any two other San Diego networks combined!

So when in San Diego . . . do as San Diegans do . . .

SELL WITH KCBQ

KCBQ

5000 WATTS **CBS**

*S. D. Chamber of Commerce
**S.R.D.S. Consumer Markets 1949-1950

Charles E. Salik, President

COLORADO

SPOT RATE FINDER

ALAMOSA, Alamosa, 2,939 fam., 95.5% radio, 2,806 radio fam.
KGIW, 250w, 1450kc

	SB	1M	5M	15M	30M	1 Hr
D	2.00	3.00	6.00	12.00	20.00	40.00
N	2.00	3.00	6.00	12.00	20.00	40.00

BOULDER, Boulder, 13,448 fam., 97.8% radio, 13,152 radio fam.
KBOL, 250w, 1490kc, Conlan

D	4.00	5.00	8.00	12.00	20.00	35.00
N	4.00	5.00	8.00	12.00	20.00	35.00

CANON CITY, Fremont, 5,053 fam., 96.0% radio, 4,850 radio fam.
KRLN, 250w, 1400kc

D	3.00	3.00	7.50	12.50	20.00	35.00
N	3.00	3.00	7.50	12.50	20.00	35.00

COLORADO SPRINGS, El Paso, 19,768 fam., 97.6% radio, 19,293 radio fam.
KRDO, 250w, 1240kc

D	4.00	4.00	10.00	20.00	30.00	50.00
N	4.00	4.00	10.00	20.00	30.00	50.00

KVOR, 1kw, 1300kc, CBS, Raymer

D	5.00	5.00	10.00	20.00	30.00	50.00
N	8.00	8.00	18.00	36.00	54.00	90.00

CRAIG, Moffat, 1,660 fam., 96.5% radio, 1,601 radio fam.
KRAI, 250w, 1230kc

D	2.50	3.13	5.00	8.75	15.00	25.00
N	2.50	3.13	5.00	8.75	15.00	25.00

DENVER, Denver, 115,313 fam., 98.0% radio, 113,006 radio fam.

4 AM affiliates, average 1-time rate

D	17.33	16.00	25.50	48.50	74.75	124.50
N	33.83	31.37	51.00	97.00	149.25	248.75

2 AM non-affiliates, average 1-time rate

D	8.00	15.75	29.75	48.20	81.40

KFEL, 5kw, 950kc, MBS, Blair, Conlan

D	10.00	10.00	20.00	40.00	60.00	100.00
N	17.50	17.50	40.00	80.00	120.00	200.00

KFEL-FM, Chan. 247, 97.3mc, 6kw, Blair

D	2.40	3.00	3.00	6.00	11.00	20.00
N	4.00	5.00	6.00	12.00	22.00	40.00

KLZ, 5kw, 560kc, CBS, Katz, Hooper, BMB

D	18.00	18.00	30.00	55.00	83.00	138.00
N	36.00	36.00	60.00	110.00	165.00	275.00

KMYR, 250w, 1340kc, Rambeau

D		9.00	17.50	35.00	60.00	90.00
N		9.00	17.50	35.00	60.00	90.00

KOA, 50kw, 850kc, NBC, NBC Spot Sales, BMB

D	24.00	24.00	32.00	64.00	96.00	160.00
N	48.00	48.00	64.00	128.00	192.00	320.00

KOA-FM, Chan. 239, 95.7mc, 43kw, NBC Spot Sales, Bonus

KTLN, 1kw-D, 990kc, Cooke

D	4.90	7.00	14.00	24.50	36.40	72.80

KVOD, 5kw, 630kc, ABC, Free & Peters

D		12.00	20.00	35.00	60.00	100.00
N		24.00	40.00	70.00	120.00	200.00

DURANGO, La Plata, 4,149, fam., 94.0% radio, 3,900 radio fam.
KIUP, 250w, 1400 kc, Clark

D	2.90	5.20	8.65	15.80	25.90	46.00
N	2.90	5.20	8.65	15.80	25.90	46.00

ENGLEWOOD, Arapahoe, 14,432 fam., 98.0% radio, 14,143 radio fam.
KCRO, 1kw-D, 1380kc
(No rates available)

FORT COLLINS, Larimer, 12,147 fam., 97.5% radio, 11,843 radio fam.
KCOL, 1kw, 1410kc, Headley-Reed, BMB, Conlan

D	6.75	6.75	9.00	18.00	28.00	45.00
N	6.75	6.75	9.00	18.00	28.00	45.00

FORT MORGAN, Morgan, 5,037 fam., 95.9% radio, 4,830 radio fam.
KFTM, 500w-D, 1260kc

D	1.25	2.60	7.50	15.00	25.00	45.00

GLENWOOD SPRINGS, Garfield, 3,238 fam., 96.0% radio, 3,108 radio fam.
KGLN, 250w, 1340kc, MBS, Holman

D	3.00	3.00	6.00	12.00	18.00	30.00
N	3.00	3.00	6.00	12.00	18.00	30.00

GRAND JUNCTION, Mesa, 10,867 fam., 96.2% radio, 10,454 radio fam.
KEXO, 250w, 1230kc, Oakes

D		3.00	6.00	12.00	18.00	30.00
N		5.00	10.00	20.00	30.00	50.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

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KFXJ, 1kw-D, 500w-N, 920kc, MBS, Holman

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

GREELEY, Weld, 18,608 fam., 96.9% radio, 18,031 radio fam.

2 AM non-affiliates, average 1-time rate

D		4.05	10.75	21.50	33.50	57.50
N		4.05	10.75	21.50	33.50	57.50

KFKA, 1kw, 1310kc

D	3.00	4.50	14.00	28.00	42.00	70.00
N	3.00	4.50	14.00	28.00	42.00	70.00

KYOU, 250w, 1450kc, McGillvra, LBS

D		3.60	7.50	15.00	25.00	45.00
N		3.60	7.50	15.00	25.00	45.00

LA JUNTA, Otero, 7,059 fam., 95.1% radio, 6,713 raido fam.
KOKO, 250w, 1400kc, LBS, KBS

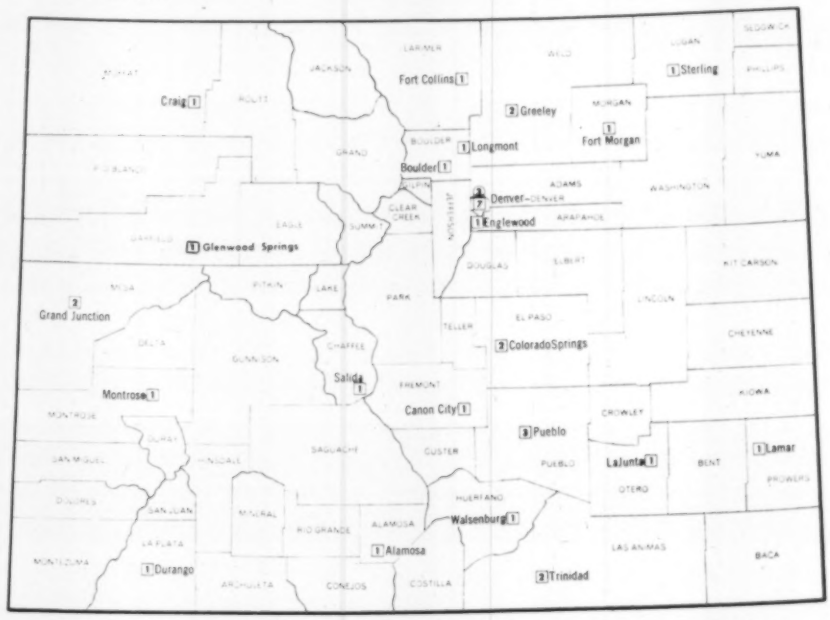
D	5.25	5.25	7.00	14.00	21.00	35.00
N	5.25	5.25	7.00	14.00	21.00	35.00

LAMAR, Prowers, 4,144 fam., 96.9% radio, 4,015 radio fam.
KLMR, 250w, 1340kc

D	2.60	3.90	8.50	15.50	26.00	39.00
N	2.60	3.90	8.50	15.50	26.00	39.00

* * *

BROADCASTING TELECASTING
MARKETBOOK MAP
of
COLORADO



LONGMONT, Boulder, 13,448 fam., 97.8% radio, 13,152 radio fam.
KLMO, 250w-D, 1050kc

	SB	1M	5M	15M	30M	1 Hr
D	3.00	5.00	10.00	20.00	30.00	50.00

MONTROSE, Montrose, 4,196 fam., 95.3% radio, 3,998 radio fam.
KUBC, 250w, 1240kc

D	2.70	3.38	5.40	9.45	16.20	27.00
N	2.70	3.38	5.40	9.45	16.20	27.00

PUEBLO, Pueblo, 25,025 fam., 96.5% radio, 24,149 radio fam.

2 AM affiliates, average 1-time rate

D	4.75	5.25	9.40	18.80	28.20	47.00
N	8.00	9.00	15.00	30.00	45.00	75.00

KCSJ, 1kw, 590kc, MBS, Taylor, Conlan

D	3.50	4.50	8.00	16.00	24.00	40.00
N	6.00	8.00	12.00	24.00	36.00	60.00

* * *

KDZA, 250w, 1230kc, LBS, Cooke, Hooper

	SB	1M	5M	15M	30M	1 Hr
D		3.00	6.00	12.00	18.00	30.00
N		3.00	6.00	12.00	18.00	30.00

KGHF, 5kw-D, 1kw-N, 1350kc, ABC, McGillvra, Hooper, Conlan

D	6.00	6.00	10.80	21.60	32.40	54.00
N	10.00	10.00	18.00	36.00	54.00	90.00

SALIDA, Chaffee, 1,987 fam., 95.2% radio, 1,891 radio fam.

KVRH, 250w, 1340kc, Clark, BMB, Continental

D	2.50	5.00	10.00	20.00	30.00	50.00
N	2.50	5.00	10.00	20.00	30.00	50.00

STERLING, Logan, 4,781 fam., 96.6% radio, 4,618 radio fam.

* * *

KGEK, 100w-D, 1230kc

	SB	1M	5M	15M	30M	1 Hr
D	2.00	3.00	4.50	8.50	16.00	

TRINIDAD, Las Anamis, 7,239 fam., 91.8% radio, 6,645 radio fam.

KCRT, 25w, 1240kc

D	1.00	2.00	4.00	7.00	12.50	25.00
N	1.00	2.00	4.00	7.00	12.50	25.00

KSFT, 1kw-D, 500w-N, 1280kc, MBS

D	6.00	6.00	10.00	16.00	24.00	40.00
N	9.00	9.00	15.00	24.00	36.00	60.00

WALSENBURG, Huerfano, 2,938 fam., 91.8% radio, 2,673 radio fam.

KPHC, 250w, 1450kc

D	3.00	4.00	8.00	16.00	24.00	40.00
N	3.00	4.00	8.00	16.00	24.00	40.00

* * *

MARKET INDICATORS FOR COLORADO

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	1,315,206	'50	1,123,296	'40
% of U.S.	0.88%	'50	0.85%	'40
Families	367,375	'50	319,700	'40
Percent Radio	96.9%	'49	91.4%	'48
Radio Families	355,986	'50	303,600	'48
Retail Sales	$1,418,225,000	'49	1,252,585,000	'48
Retail Trade Employes	66,795	'48	46,616	'39
Wholesale Sales Volume	$1,595,345,000	'48	435,100,000	'39
Wholesale Trade Employes	24,688	'48	14,562	'39
Employment (Mid-March)	246,391	'48	239,233	'47
Taxable Payrolls (1st quarter)	$ 144,762,000	'48	128,456,000	'47
Income	$1,713,000,000	'48	589,000,000	'40
Percent distribution	0.83%	'48	0.78%	'40
Per Capita Income	$ 1,429	'48	524	'40
Percent of national per capita income	101%	'48	91%	'40
New Construction (Private)	$ 150,500,000	'49	29,400,000	'39
Residential	$ 64,300,000	'49	14,600,000	'39
Non-Residential	$ 36,700,000	'49	4,400,000	'39
Value added by Manufacture	$ 286,774,000	'47	90,330,000	'39
Automobile Registration	510,222	'49	469,545	'40
Telephones	386,700	'49	267,500	'40

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

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COLORADO RADIO MARKET DATA BY COUNTIES

	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr 1948 ($000)
Adams	40,353	22,481	11,271	10,820	96.0	12,849	18,279	1,730	861
Alamosa	10,525	10,484	2,939	2,806	95.5	15,712	13,058	1,376	658
Arapahoe	51,668	32,150	14,432	14,143	98.0	27,177	35,833	3,909	2,265

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Archuleta	3,025	3,806	844	781	92.6	2,204	1,774	144	66
Baca	7,947	6,207	2,219	2,092	94.3	3,955	7,405	450	189
Bent	8,793	9,653	2,456	2,328	94.8	5,797	5,536	599	208
Boulder	48,144	37,438	13,448	13,152	97.8	39,614	42,343	6,037	2,887
Chaffee	7,115	8,109	1,987	1,891	95.2	10,263	7,042	772	321
Cheyenne	3,445	2,964	962	933	97.0	2,113	2,756	152	62
Clear Creek	3,276	3,784	915	893	97.6	3,652	3,298	388	189
Conejos	10,116	11,648	2,825	2,601	92.1	5,158	4,248	228	85
Costilla	6,037	7,533	1,686	1,532	90.9	1,970	1,491	104	29
Crowley	5,215	5,398	1,456	1,396	95.9	3,701	3,573	354	128
Custer	1,567	2,270	437	408	93.4	1,039	729	142	67
Delta	17,335	16,470	4,842	4,628	95.6	13,396	12,292	1,253	527
Denver	412,823	322,412	115,313	113,006	98.0	650,428	508,039	133,266	82,361
Dolores	1,959	1,958	547	510	93.4	765	972	275	176
Douglas	3,489	3,496	974	941	96.7	2,369	1,936	271	159
Eagle	4,466	5,361	1,247	1,213	97.3	4,339	2,837	659	348
Elbert	4,469	5,460	1,248	1,195	95.8	2,260	2,366	103	34
El Paso	70,772	54,025	19,768	19,293	97.6	83,968	71,161	12,485	6,394
Fremont	18,091	19,742	5,053	4,850	96.0	16,385	13,141	2,153	1,110
Garfield	11,595	10,560	3,238	3,108	96.0	10,791	11,107	1,215	640
Gilpin	836	1,625	233	224	96.5	1,111	406	83	41
Grand	3,904	3,587	1,090	1,050	96.4	4,052	4,727	369	199
Gunnison	5,689	6,192	1,589	1,536	96.7	6,181	5,509	939	598
Hinsdale	245	349	68	68	100.0	146	117	—	—
Huerfano	10,520	16,088	2,938	2,673	91.0	11,956	7,095	1,326	729
Jackson	1,966	1,798	549	530	96.6	1,694	1,327	305	149
Jefferson	54,650	30,725	15,265	15,020	98.4	20,926	30,130	2,755	1,363
Kiowa	2,990	2,793	835	799	95.7	1,658	2,242	107	40
Kit Carson	8,569	7,512	2,393	2,290	95.7	5,634	8,954	491	192
Lake	6,139	6,883	1,714	1,671	97.5	9,898	6,073	2,121	1,548
La Plata	14,854	15,494	4,149	3,900	94.0	16,459	13,584	1,760	785
Larimer	43,489	35,539	12,147	11,843	97.5	41,508	40,314	5,108	2,607
Las Animas	25,918	32,369	7,239	6,645	91.8	24,951	16,900	3,546	2,066
Lincoln	5,869	5,882	1,639	1,579	96.4	5,487	6,935	415	173
Logan	17,117	18,370	4,781	4,618	96.6	19,084	19,360	2,101	1,015
Mesa	38,906	33,791	10,867	10,454	96.2	37,856	34,824	4,248	2,112
Mineral	691	975	193	186	96.4	805	447	61	39
Moffat	5,944	5,086	1,660	1,601	96.5	5,449	8,380	849	485
Montezuma	9,937	10,463	2,775	2,616	94.3	7,583	8,907	880	382
Montrose	15,024	15,418	4,196	3,998	95.3	14,853	11,853	1,348	541
Morgan	18,035	17,214	5,037	4,830	95.9	17,789	18,932	1,810	998
Otero	25,274	23,571	7,059	6,713	95.1	22,850	20,651	2,709	1,195
Ouray	2,089	2,089	583	573	98.4	1,878	1,224	254	162
Park	1,853	3,272	517	494	95.6	2,782	1,552	184	88
Phillips	4,907	4,948	1,370	1,334	97.4	4,668	6,198	476	174
Pitkin	1,629	1,836	455	440	96.8	838	971	280	122
Prowers	14,837	12,304	4,144	4,015	96.9	11,591	17,436	1,928	993
Pueblo	89,592	68,870	25,025	24,149	96.5	85,377	75,504	18,739	11,064
Rio Blanco	4,711	2,943	1,315	1,283	97.6	2,898	4,602	675	376
Rio Grande	12,638	12,404	3,530	3,328	94.3	13,306	10,342	1,101	570
Routt	8,896	10,525	2,484	2,409	97.0	10,189	7,041	1,608	1,022
Saguache	5,672	6,173	1,584	1,498	94.6	3,571	3,672	326	161
San Juan	1,459	1,439	407	397	97.6	1,531	885	305	223
San Miguel	2,690	3,664	751	708	94.3	2,614	1,334	426	306
Sedgwick	5,080	5,294	1,418	1,376	97.1	5,377	5,459	501	277
Summit	1,130	1,754	315	306	97.2	1,167	550	85	34
Teller	2,734	6,463	763	740	97.1	4,024	2,312	498	233
Washington	7,522	8,336	2,101	2,023	96.3	3,901	5,654	319	129
Weld	66,619	63,747	18,608	18,031	96.9	55,500	58,954	6,482	3,744
Yuma	10,823	12,102	3,023	2,929	96.9	9,331	10,012	629	271

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

CONNECTICUT

SPOT RATE FINDER

BRIDGEPORT, Fairfield, 140,253 fam., 98.8% radio, 138,710 radio fam.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	7.00	8.00	13.00	26.00	39.00	65.00
N	12.50	14.00	24.00	48.00	72.00	120.00

WICC, 500w-N, 1kw-D, 600kc, MBS, Petry

D	8.00	8.00	16.00	32.00	48.00	80.00
N	16.00	16.00	32.00	64.00	96.00	160.00

WLIZ, 1kw-D, 1300kc, Young

D	3.00	8.00	15.00	30.00	45.00	75.00
N	6.00	15.00	30.00	60.00	90.00	150.00

WNAB, 250w, 1450kc, ABC, Rambeau

D	6.00	8.00	10.00	20.00	30.00	50.00
N	9.00	12.00	16.00	32.00	48.00	80.00

BRISTOL, Hartford, 149,662 fam., 99.3% radio, 148,614 radio fam.

WBIS, 500w-D, 1440kc

D	5.00	4.00	8.00	16.00	24.00	40.00

DANBURY, Fairfield, 140,253 fam., 98.8% radio, 138,710 radio fam.

WFIR, 1kw-D, 500w-N, 550kc
(No rates available)

WLAD, 250w-D, 800kc, Ra-Tel, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	4.00	7.50	12.00	24.00	36.00	60.00
N	6.50	10.00	16.00	32.00	48.00	80.00

GREENWICH, Fairfield, 140,253 fam., 98.8% radio, 138,710 radio fam.

WGCH(FM), Chan. 240, 95.5mc, 0.34kw

D	4.00	6.00	14.00	28.00	42.00	70.00
N	4.00	6.00	14.00	28.00	42.00	70.00

HARTFORD, Hartford, 149,662 fam., 99.3% radio, 148,614 radio fam.

4 AM affiliates, average 1-time rate

D	13.50	22.00	25.75	46.50	69.75	116.25
N	26.00	44.00	51.50	93.00	139.50	232.50

WCCC, 500w-D, 1290kc

D	5.50	7.00	11.00	22.00	40.00	55.00

WDRC, 5kw, 1360kc, CBS, Raymer, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	12.50	17.50	21.00	42.00	63.00	105.00
N	25.00	35.00	42.00	84.00	126.00	210.00

WDRC-FM, Chan. 229, 93.7mc, 7kw, Bonus

WONS, 5kw, 1410kc, MBS, Petry

D	10.00	10.00	20.00	40.00	60.00	100.00
N	20.00	20.00	40.00	80.00	120.00	200.00

WTHT, 250w, 1230kc, ABC, McKinney

	SB	1M	5M	15M	30M	1 Hr
D	9.00		12.00	24.00	36.00	60.00
N	14.00		24.00	48.00	72.00	120.00

WTIC, 50kw, 1080kc, NBC, Weed

D	22.50	38.50	50.00	80.00	120.00	200.00
N	45.00	77.00	100.00	160.00	240.00	400.00

WTIC-FM, Chan. 243, 96.5mc, 20kw, Weed, Bonus

MERIDEN, New Haven, 151,541 fam., 98.9% radio, 149,874 radio fam.

WMMW, 1kw-D, 1470kc

D	5.85	7.20	12.00	24.00	48.00	60.00

WMMW-FM, Chan. 239, 95.7mc, 20kw
(Rates not published)

MIDDLETOWN, Middlesex, 18,750 fam., 97.9% radio, 18,356 radio fam.

WCNX, 500w-D, 1150kc

D	5.00	5.00	12.00	21.00	38.00	60.00

NEW BRITAIN, Hartford, 149,662 fam., 99.3% radio, 148,614 radio fam.

2 AM non-affiliates, average 1-time rate

D	6.50	7.25	15.25	30.50	45.75	76.25

WHAY, 5kw, 910kc

	SB	1M	5M	15M	30M	1 Hr
D	7.00	7.00	18.00	36.00	54.00	90.00
N	7.00	7.00	18.00	36.00	54.00	90.00

WKNB, 1kw-D, 840kc, Forjoe, Hooper, Conlan

D	6.00	7.50	12.50	25.00	37.50	62.50

WFHA(FM), Chan. 279, 103.7mc, 20kw, Forjoe

D	3.00	4.00	6.25	10.00	18.75	31.25
N	6.00	7.50	12.50	25.00	37.50	62.50

NEW HAVEN, New Haven, 151,541 fam., 98.9% radio, 149,874 radio fam.

2 AM non-affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D		10.25	20.00	37.00	55.00	92.50

WAVZ, 1kw-D, 1260kc, Keller

D	12.50	25.00	50.00	75.00	125.00	

WAVZ-FM, Chan. 236, 95.1mc, 20kw Bonus

WBIB (FM), Chan. 264, 100.7mc, 3kw

	SB	1M	5M	15M	30M	1 Hr
D	3.00	5.00	10.00	20.00	30.00	50.00
N	3.00	5.00	10.00	20.00	30.00	50.00

WELI, 1kw, 960kc, ABC, Headley-Reed, Conlan

D	7.00	10.00	16.00	32.00	48.00	80.00
N	14.00	20.00	32.00	64.00	96.00	160.00

WELI-FM, Chan. 300, 107.9mc, 20kw, Headley-Reed, Bonus

WNHC, 250w, 1340kc, Katz, Conlan

D	6.00	8.00	15.00	24.00	36.00	60.00
N	8.00	12.00	25.00	40.00	60.00	100.00

(Continued on page 52)

For Facts on the
New Haven Market
Contact
HEADLEY-REED
Representatives of
Radio Station
WELI

CONNECTICUT

SPOT RATE FINDER

(Continued from page 51)

WNHC-FM, Chan., 242, 99.1mc, 20kw, Katz, Bonus

WNHC-TV, Chan. 6, .957kw-aur.; 1.82kw-vis.

	SB	1M	5M	15M	30M	1 Hr
N	30.00	30.00	50.00	100.00	150.00	250.00

NEW LONDON, New London, 39,780 fam., 96.9% radio, 38,546 radio fam.

WNLC, 250w, 1490kc, MBS, BMB

D	5.00	7.00	10.00	20.00	30.00	50.00
N	7.00	10.00	20.00	40.00	60.00	100.00

WNLC-FM, Chan. 258, 99.5mc, 20kw, Bonus

NORWALK, Fairfield, 140,253 fam., 98.8% radio, 138,710 radio fam.

WNLK, 500w, 1350kc, McGillvra

D	6.00	7.00	12.00	24.00	36.00	60.00
N	7.00	9.00	14.00	28.00	42.00	70.00

NORWICH, New London, 39,780 fam., 96.9% radio, 38,546 radio fam.

WICH, 250w, 1400kc

	SB	1M	5M	15M	30M	1 Hr
D	5.00	7.00	10.00	20.00	30.00	50.00

STAMFORD, Fairfield, 140,253 fam., 98.8% radio, 138,710 radio fam.

* * *

WSTC, 250w, 1400kc, ABC, McKinney

	SB	1M	5M	15M	30M	1 Hr
D	6.00	9.00	12.00	24.00	36.00	60.00
N	9.00	12.00	20.00	40.00	60.00	100.00

WSTC-FM, Chan. 244, 96.7mc, 650w, McKinney, Bonus

TORRINGTON, Litchfield, 27,484 fam., 97.7% radio, 26,851 radio fam.

WLCR, 1kw-D, 990kc, Sears & Ayer, Hooper

D	6.00	7.00	12.00	24.00	36.00	60.00
N	6.50	10.00	16.00	32.00	48.00	80.00

WTOR, 250w, 1490kc, ABC, Rambeau, Conlan

D	5.00	7.50	10.00	20.00	30.00	50.00
N	7.50	10.00	16.00	32.00	48.00	80.00

WATERBURY, New Haven, 151,541 fam., 98.9% radio, 149,874 radio fam.

3 AM affiliates, average 1-time rate

D	5.00	6.16	10.66	21.33	32.00	53.33
N	9.00	11.33	20.00	40.00	60.00	100.00

WATR, 1kw, 1320kc, ABC, Rambeau, Hooper

D	5.00	7.00	12.00	24.00	36.00	60.00
N	8.00	12.00	20.00	40.00	60.00	100.00

WBRY, 5kw, 1590kc, CBS, Avery-Knodel, Conlan

D	6.00	6.00	10.00	20.00	30.00	50.00
N	12.00	12.00	20.00	40.00	60.00	100.00

WWCO, 250w, 1240kc, MBS

D	4.00	5.50	10.00	20.00	30.00	50.00
N	7.00	10.00	20.00	40.00	60.00	100.00

* * *

MARKET INDICATORS FOR CONNECTICUT

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	1,994,818	'50	1,709,242	'40
% of U.S.	1.33%	'50	1.30%	'40
Families	557,211	'50	456,700	'40
Percent Radio	98.6%	'49	97.5%	'46
Radio Families	549,410	'50	503,900	'46
Retail Sales	$1,985,834,000	'49	1,974,576,000	'48
Retail Trade Employes	98,441	'48	73,044	'39
Wholesale Sales Volume	$1,366,036,000	'48	413,100,000	'39
Wholesale Trade Employes	26,287	'48	16,277	'39
Employment (Mid-March)	677,653	'48	682,628	'47
Taxable Payrolls (1st quarter)	$ 463,963,000	'48	434,737,000	'47
Income	$3,381,000,000	'48	1,417,000,000	'40
Percent distribution	1.64%	'48	1.87%	'40
Per Capita Income	$ 1,700	'48	827	'40
Percent of national per capita income	121%	'48	144%	'40
New Construction (Private)	$ 133,500,000	'47	66,900,000	'39
Residential	$ 50,500,000	'47	35,100,000	'39
Non-Residential	$ 58,800,000	'48	18,500,000	'39
Value added by Manufacture	$1,896,546,000	'47	690,323,000	'39
Automobile Registration	663,205	'49	632,053	'48
Telephones	707,400	'49	500,500	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

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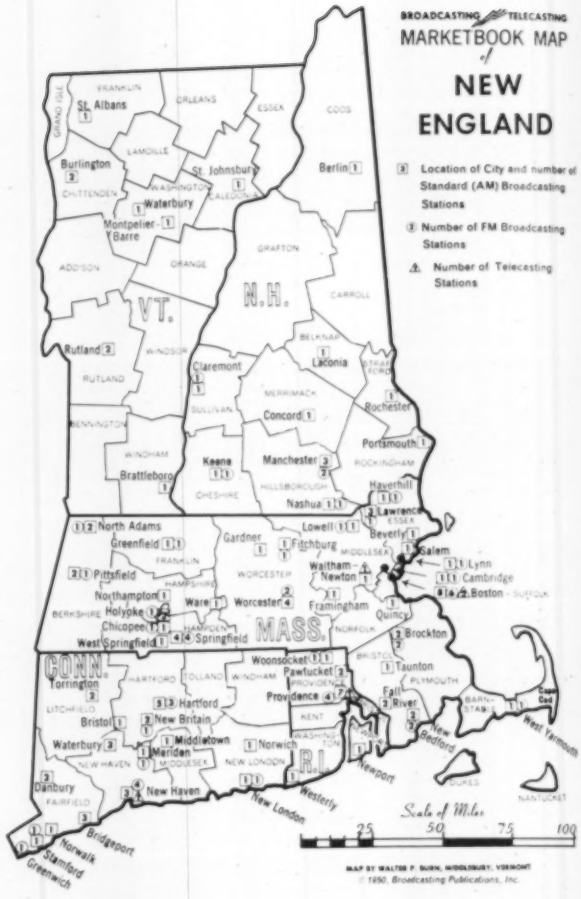

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CONNECTICUT RADIO MARKET DATA BY COUNTIES

	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr 1948 ($000)
Fairfield	502,107	418,384	140,253	138,710	98.9	520,806	538,449	177,905	123,9[illegible]
Hartford	535,790	450,189	149,662	148,614	99.3	564,672	553,592	202,318	141,0[illegible]
Litchfield	98,396	87,041	27,484	26,851	97.7	86,023	85,680	24,849	15,5[illegible]
Middlesex	67,128	55,999	18,750	18,356	97.9	59,696	64,383	15,622	10,0[illegible]
New Haven	542,518	484,316	151,541	149,874	98.9	541,371	517,305	180,881	123,2[illegible]
New London	142,415	125,224	39,780	38,546	96.9	128,929	129,931	30,438	19,5[illegible]
Tolland	44,610	31,866	12,460	11,986	96.2	24,428	23,542	5,894	3,8[illegible]
Windham	61,653	56,223	17,221	16,618	96.5	59,909	61,694	16,557	10,2[illegible]

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce

WTHT

HARTFORD, CONN.

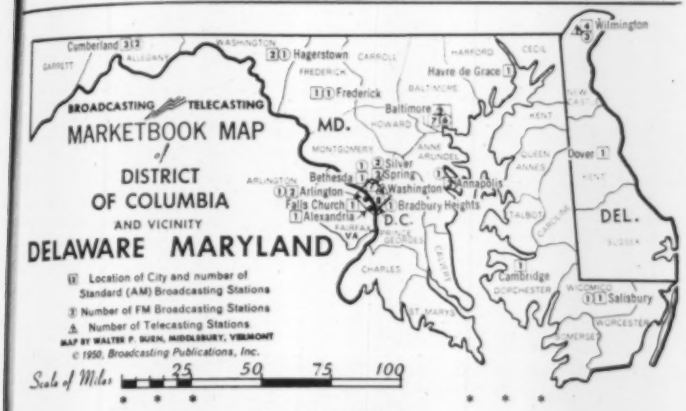
covering America's 2ND Market*
in income per family

1230 KC—represented by EVERETT-McKINNEY

* Cities over 100,000

WTHT — broadcasting division of THE HARTFORD TIME'S

DELAWARE



SPOT RATE FINDER

DOVER, Kent, 10,577 fam., 91.6% radio, 9,688 radio fam.

WDOV, 1kw-D, 1410kc, Rambeau

	SB	1M	5M	15M	30M	1 Hr
D	6.30	9.00	18.00	36.00	54.00	90.00

WILMINGTON, New Castle, 60,783 fam., 96.9% radio, 58,898 radio fam.

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	7.25	7.91	16.43	32.86	49.16	82.16
N	13.00	14.00	27.66	55.33	83.00	141.66

WAMS, 1kw, 1380kc, MBS

D	6.00	7.50	16.80	33.60	50.00	84.00
N	10.00	13.50	28.00	56.00	84.00	140.00

WAMS-FM, Chan. 241, 96.1mc, 20kw, Bonus

WDEL, 5kw, 1150kc, NBC, Meeker, Conlan

D	8.50	10.00	20.00	40.00	60.00	100.00
N	16.00	16.00	30.00	60.00	90.00	160.00

WDEL-FM, Chan. 229, 93.7mc, 20kw (CP)

WDEL-TV, Chan. 7, 1kw-vis; 5kw-aur., NBC, DuMont, Meeker

	SB	1M	5M	15M	30M	1 Hr
D	25.00	25.00	45.00	72.00	108.00	180.00
N	40.00	40.00	75.00	120.00	180.00	300.00

WILM, 250w, 1450kc, ABC, Bolling, Conlan, BMB

	SB	1M	5M	15M	30M	1 Hr
D	6.25	12.50	25.00	37.50	62.50	
N	12.50	25.00	50.00	75.00	125.00	

WTUX, 500w-D, 1290kc, Forjoe

D	5.00	6.00	12.00	24.00	36.00	60.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

MARKET INDICATORS FOR DELAWARE

CLASSIFICATIONS		FIGURES	YR.	FIGURES	YR.
Population		316,709	'50	266,505	'40
% of U. S.		0.21%	'50	0.20%	'40
Families		88,466	'50	72,420	'40
Percent Radio		95.4%	'49	92.6%	'46
Radio Families		84,396	'50	75,000	'46
Retail Sales	$	266,577,000	'49	381,765,000	'48
Retail Trade Employes		16,544	'48	11,499	'39
Wholesale Sales Volume	$	487,072,000	'48	157,500,000	'39
Wholesale Trade Employes		5,216	'48	2,962	'39
Employment (Mid-March)		89,773	'48	87,767	'47
Taxable Payrolls (1st quarter)	$	62,231,000	'48	58,673,000	'47
Income	$	522,000,000	'48	239,000,000	'40
Percent distribution		0.25%	'48	0.31%	'40
Per Capita Income		$1,741	'48	896	'40
Percent of national per capita income		123%	'48	156%	'40
New Construction (Private)	$	23,200,000	'47	12,600,000	'39
Residential	$	7,300,000	'47	7,000,000	'39
Non-Residential	$	24,100,000	'48	3,700,000	'39
Value added by Manufacture	$	182,088,000	'47	54,085,000	'39
Automobile Registration		96,497	'49	88,316	'48
Telephones		102,500	'49	67,700	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

DELAWARE RADIO MARKET DATA BY COUNTIES

	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Kent	37,867	34,441	10,577	9,688	91.6	25,573	15,681	5,737	3,053
New Castle	217,605	179,562	60,783	58,898	96.9	193,022	237,050	61,226	41,850
Sussex	61,237	52,502	17,105	15,839	92.6	47,982	96,562	11,876	5,530

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

WDEL

AM . . . 1150 KC

TV . . . CHANNEL 7

FM . . . 93.7 MC

Wilmington, Delaware

Delaware's pioneer radio and television station—the important voice in the rich Wilmington trading area—local programs, varied in content and appeal and all NBC network shows, have resulted in a vital and responsive listening audience. This buying audience **(latest figures show Wilmington has highest effective family buying income in the nation in cities 100,000 and up)** is important in your selling. Write for information.

Represented by ROBERT MEEKER ASSOCIATES

Chicago · San Francisco · New York · Los Angeles

STEINMAN STATION

NBC AFFILIATE

NBC TV-AFFILIATE

DISTRICT OF COLUMBIA

SPOT RATE FINDER

WASHINGTON, Dist. of Columbia, 221,294 fam., 96.8% radio, 214,212 radio fam.

4 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	19.12	24.12	29.37	58.75	88.00	146.87
N	38.50	40.00	56.00	121.50	182.25	303.75

3 AM non-affiliates, average 1-time rate

D	11.25	12.00	23.00	46.00	69.00	115.00
N	11.25	13.50	26.00	52.00	78.00	130.00

7 AM daytime non-affiliates, average 1-time rate

D	7.26	11.40	17.82	32.11	54.40	90.42

WARL, (Arlington, Va.) 1kw-D, 780kc, IMS

D	8.00	12.00	20.00	45.00	70.00	100.00

WARL-FM, Chan. 286, 105.1mc, 3kw, IMS Bonus

WASH (FM), Chan. 246, 97.1mc, 15kw, Continental

D	3.00	4.50	7.50	12.00	18.00	30.00
N	5.00	7.50	12.50	20.00	30.00	50.00

WBCC (Bethesda-Chevy Chase, Md.), 250w-D, 1120kc

D	5.00	7.50	15.00	33.00	50.00	85.00

WBCC-FM, Chan. 276, 103.1mc, 0.5kw (Above rate includes 25% for simultaneous FM)

WBUZ (FM) Chan. 244, 96.7mc, 0.42kw (See Bradbury Heights, Md., listing)

WCFM (FM) Chan. 258, 99.5mc, 20kw, Continental

N	6.00	7.50	10.00	20.00	30.00	50.00

WEAM (Arlington, Va.), 5kw, 1390kc, MBS, Cooke

D	9.00	12.00	20.00	40.00	60.00	100.00
N	19.00	30.00	48.00	96.00	144.00	240.00

WFAX (Falls Church, Va.), 250w-D, 1220kc

D	3.60	4.80	10.80	16.80	28.80	48.00
N	3.60	4.80	10.80	16.80	28.80	48.00

WGAY (Silver Spring, Md)., 1kw-D, 1050kc

D	10.00	15.00	20.00	27.00	45.00	80.00

WGAY-FM, Chan. 272, 102.3mc, 440w (25% of AM rates)

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

* * *

WINX, 250w, 1340kc, Young

	SB	1M	5M	15M	30M	1 Hr
D		7.50	15.00	30.00	45.00	75.00
N		12.00	24.00	48.00	72.00	120.00

WMAL, 5kw, 630kc, ABC Spot Sales, A.R.B.

D	15.00	22.00	30.00	60.00	90.00	150.00
N	30.00	45.00	60.00	120.00	180.00	300.00

WMAL-FM, Chan. 297, 107.3mc, 20kw, Bonus

WMAL-TV, Chan. 7, 27.7kw-aur., 13.9kw-vis., ABC, ABC Spot Sales, A.R.B.

D	30.00	30.00	60.00	120.00	180.00	300.00
N	60.00	60.00	80.00	160.00	240.00	400.00

WOL, 250w, 1450kc, LBS, Taylor

D	9.00	12.00	24.00	48.00	72.00	120.00
N	9.00	12.00	24.00	48.00	72.00	120.00

WOL-FM Chan. 254, 98.7mc, 20kw, Taylor Bonus

WOOK (Silver Spring, Md.), 1-kw-D, 1590kc

D	15.00	20.00	35.00	85.00	150.00	

WPIK (Alexandria, Va.), 1kw-D, 730kc

D	7.00	10.50	14.00	28.00	42.00	75.00

WQQW, 1kw-D, 570kc, Rambeau

D	10.00	15.00	25.00	40.00	60.00	100.00
N	10.00	15.00	25.00	40.00	60.00	100.00

WQQW-FM, Chan. 278, 103.5mc, 20kw, Bonus

WRC, 5kw, 980kc, NBC

D	22.50	22.50	30.00	60.00	90.00	150.00
N	45.00	45.00	60.00	120.00	180.00	300.00

WRC-FM, Chan. 230, 93.9mc, 20kw, Bonus

WNBW (TV), Chan. 4, 20.5kw-vis., 10.5kw-aur., NBC Spot Sales

D	38.00	38.00	47.00	75.00	113.00	188.00
N	75.00	75.00	94.00	150.00	225.00	375.00

WTOP, 50kw, 1500kc, CBS, Radio Sales, Pulse

D	30.00	40.00	37.50	75.00	112.00	187.50
N	60.00			150.00	225.00	375.00

WTOP-FM, Chan. 242, 96.3mc, 20kw, Bonus

WOIC (TV), Chan. 9, 14.4kw-aur., 27.3kw-vis., MBS, CBS, WOR Sales

D	35.00	35.00	45.00	90.00	135.00	225.00
N	70.00	70.00	90.00	180.00	270.00	450.00

WTTG (TV), Chan. 5, 17.5kw-vis., 10.5kw-aur., DuMont

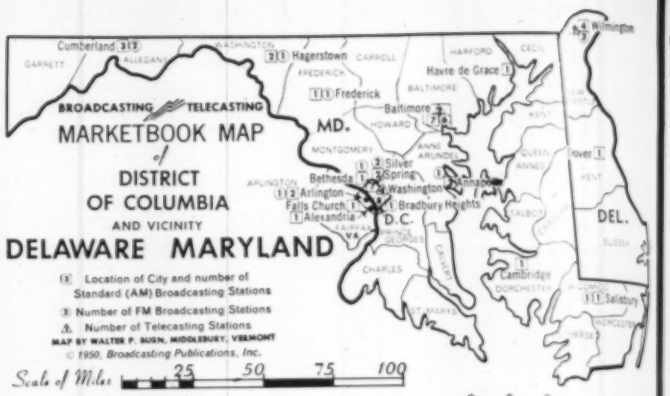
D		30.00	50.00	96.00	144.00	240.00
N		60.00	100.00	160.00	240.00	400.00

WWDC, 5kw, 1260kc, Forjoe

D	13.50	16.50	30.00	60.00	90.00	150.00
N	13.50	16.50	30.00	60.00	90.00	150.00

WWDC-FM, Chan. 266, 101.1mc, 20kw, Transit Radio Bonus nights (See Transit Radio Listing)

* * *



MARKET INDICATORS FOR DISTRICT OF COLUMBIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	792,234	'50	663,091	'40
% of U. S.	0.53%	'50	0.50%	'40
Families	221,294	'50	170,640	'40
Percent Radio	96.8%	'49	96.2%	'46
Radio Families	214,212	'50	225,000	'46
Retail Sales	$ 982,361,000	'49	1,107,732,000	'48
Retail Trade Employes	69,368	'48	50,838	'39
Wholesale Sales Volume	$ 1,195,055,000	'48	347,800,000	'39
Wholesale Trade Employes	16,782	'48	10,554	'39
Employment (Mid-March)	227,646	'48	214,463	'47
Taxable Payrolls (1st quarter)	$ 142,076,000	'48	127,200,000	'47
Income	$ 1,885,000,000	'48	905,000,000	'40
Percent distribution	0.91%	'48	1.19%	'40
Per Capita Income	$1,691	'48	1,080	'40
Percent of national per capita income	120%	'48	188%	'40
New Construction (Private)	$ 94,600,000	'49	59,400,000	'29
Residential	$ 46,900,000	'49	34,000,000	'29
Non-Residential	$ 28,700,000	'49	20,900,000	'29
Value added by Manufacture	$ 99,067,000	'47	43,367,000	'29
Automobile Registration	181,766	'49	171,188	'48
Telephones	448,600	'49	368,400	'40

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

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DISTRICT OF COLUMBIA RADIO MARKET DATA

	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr 1948 ($000)
Washington	792,234	663,091	221,294	214,212	96.8	1,261,722	1,107,732	227,646	142,076

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce

FLORIDA

SPOT RATE FINDER

BELLE GLADE Palm Beach, 31,883 fam., 85.1% radio, 27,132 radio fam.

WSWM, 1kw-D, 900kc, Best

	SB	1M	5M	15M	30M	1 Hr
D	3.75	4.50	7.00	14.50	21.50	36.00
N	4.00	5.00	8.00	16.00	24.00	40.00

BRADENTON, Manatee, 9,650 fam., 85.6% radio, 8,260 radio fam.

WDHL, 250w, 1490kc

D	2.40	4.00	10.00	20.00	30.00	50.00
N	2.40	5.00	12.00	24.00	36.00	60.00

CLEARWATER, Pinellas, 46,798 fam., 91.8% radio, 42,960 radio fam.

2 AM non-affiliates, average 1-time rate

D	3.75	4.25	8.50	17.00	25.50	42.80
N	4.00	4.50	9.00	18.75	30.00	57.50

WCLE, 1kw-D, 680kc, Holman, Conlan

D	4.00	5.00	10.00	20.00	30.00	50.00
N	4.00	5.00	10.00	20.00	30.00	50.00

WTAN, 250w, 1340kc, McGillvra

D	3.50	3.50	7.00	14.00	21.00	35.00
N	4.00	4.00	8.00	17.50	30.00	45.00

CORAL GABLES, Dade, 136,826 fam., 93.3% radio, 127,658 radio fam.

2 AM non-affiliates, average 1-time rate

D	7.00	9.25	13.25	25.25	41.00	67.50
N	7.00	9.25	13.25	25.25	41.00	67.50

WTTT, 250w, 1490kc, McGillvra

D	6.50	8.50	12.50	22.50	40.00	65.00
N	6.50	8.50	12.50	22.50	40.00	65.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

WVCG, 1kw D, 1070kc

	SB	1M	5M	15M	30M	1 Hr
D	7.50	10.00	14.00	28.00	42.00	70.00
N	7.50	10.00	14.00	28.00	42.00	70.00

CRESTVIEW, Okaloosa, 7,395 fam., 83.2% radio, 6,152 radio fam.

WCNU, 1kw D, 1010kc

D	5.00	5.00	8.00	12.00	20.00	40.00

DADE CITY, Pasco, 5,701 fam., 85.2% radio, 4,857 radio fam.

WSMF, 1kw-D, 1370kc (CP) (No rates available)

DAYTONA BEACH, Volusia, 20,433 fam., 86.4% radio, 17,654 radio fam.

2 AM affiliates, average 1-time rate

D		5.50	9.00	18.00	27.00	45.00
N		8.25	13.50	27.00	40.50	67.50

WMFJ, 250w, 1450kc, ABC, McGillvra

D		5.50	10.00	20.00	30.00	50.00
N		10.00	15.00	30.00	45.00	75.00

WNDB, 1kw-D, 1150kc

D	7.20	8.00	12.00	24.00	36.00	60.00
N	7.20	8.00	12.00	24.00	36.00	60.00

WNDB-FM, Chan. 233, 94.5mc, 8.5kw—Bonus days only

N	1.25	2.50	5.00	10.00	15.00	25.00

WROD, 250w, 1340kc, MBS

D		4.50	8.00	16.00	24.00	40.00
N		6.50	12.00	24.00	36.00	60.00

DELAND, Volusia, 20,433 fam., 86.4% radio, 17,654 radio fam.

WJBS, 250w, 1490kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	7.10	18.00	27.00	45.00
N	4.50	4.50	7.15	18.00	27.00	45.00

FT. LAUDERDALE, Broward, 23,273 fam., 85.1% radio, 19,805 radio fam.

2 AM non-affiliates, average 1-time rate

D	6.75	6.75	9.50	22.50	40.50	70.00

* * *

WBRD, 250w-D, 1580kc

	SB	1M	5M	15M	30M	1 Hr
D	7.50	6.00	9.00	18.00	36.00	60.00

WFTL, 250w, 1400kc, Hooper

D	6.00	7.50	10.00	27.00	45.00	80.00
N	6.00	7.50	10.00	27.00	45.00	80.00

WGOR (FM), Chan. 293, 106.5mc, 9.2kw Bonus

FT. MYERS, Lee, 6,483 fam., 86.9% radio, 5,633 radio fam.

(Continued on page 56)

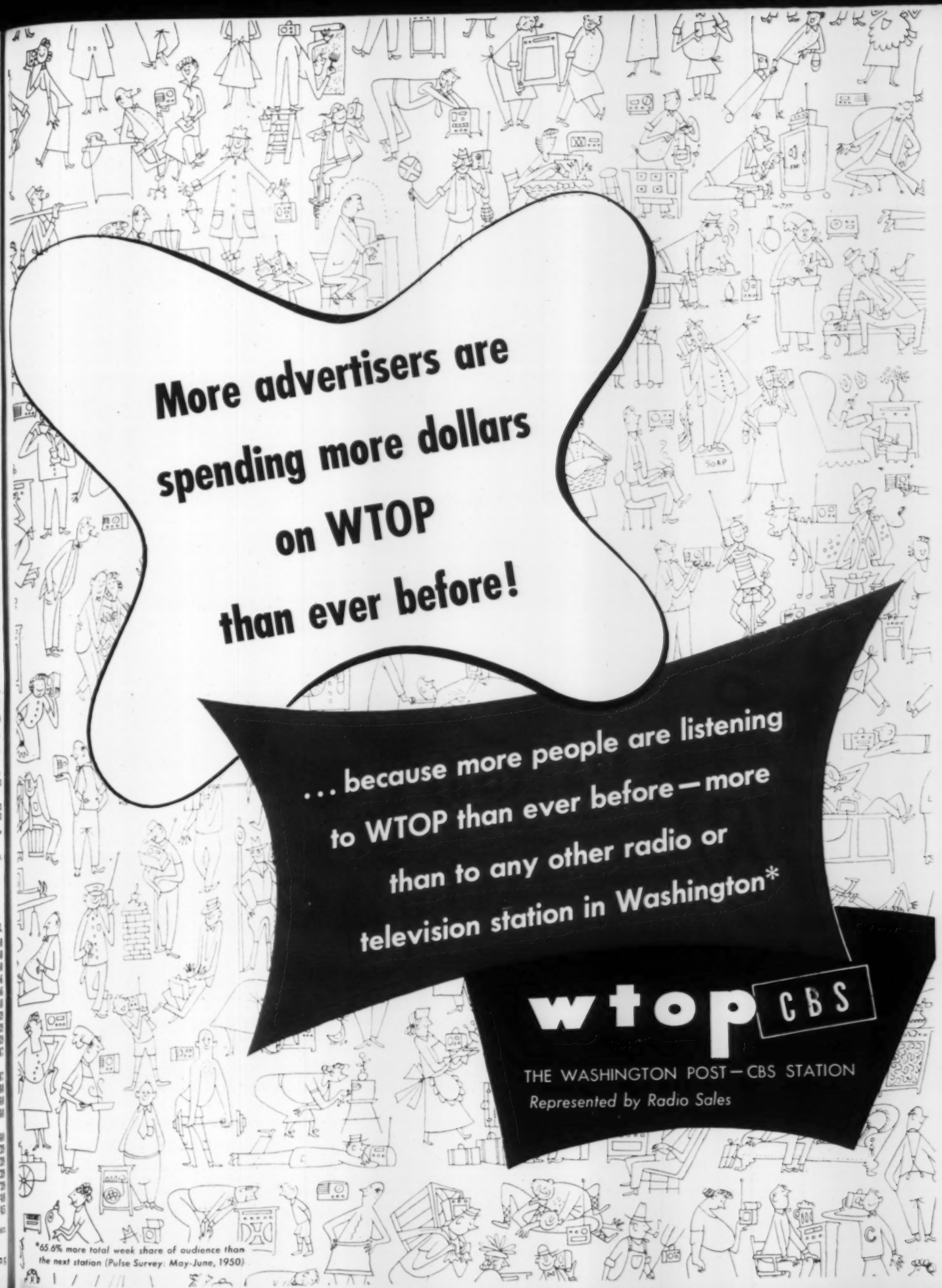
* * *

MARKET INDICATORS FOR FLORIDA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,734,086	'50	1,897,414	'40
% of U. S.	1.82%	'50	1.44%	'40
Families	763,711	'50	533,320	'40
Percent Radio	87.4%	'49	79.5%	'46
Radio Families	667,483	'50	488,000	'46
Retail Sales	$ 2,178,223,000	'49	2,335,965,000	'48
Retail Trade Employes	130,591	'48	77,312	'39
Wholesale Sales Volume	$ 1,981,160,000	'48	525,900,000	'39
Wholesale Trade Employes	49,320	'48	37,227	'39
Employment (Mid-March)	536,906	'48	507,843	'47
Taxable Payrolls (1st quarter)	$ 303,208,000	'48	256,740,000	'47
Income	$ 2,762,000,000	'48	900,000,000	'40
Percent distribution	1.34%	'48	1.19%	'40
Per Capita Income	$1,137	'48	471	'40
Percent of national per capita income	81%	'48	82%	'40
New Construction (Private)	$ 428,200,000	'49	89,600,000	'29
Residential	$ 304,100,000	'49	69,500,000	'29
Non-Residential	$ 74,500,000	'49	11,000,000	'29
Value added by Manufacture	$ 349,976,000	'47	115,885,000	'29
Automobile Registration	867,510	'49	782,435	'40
Telephones	517,200	'49	334,900	'40

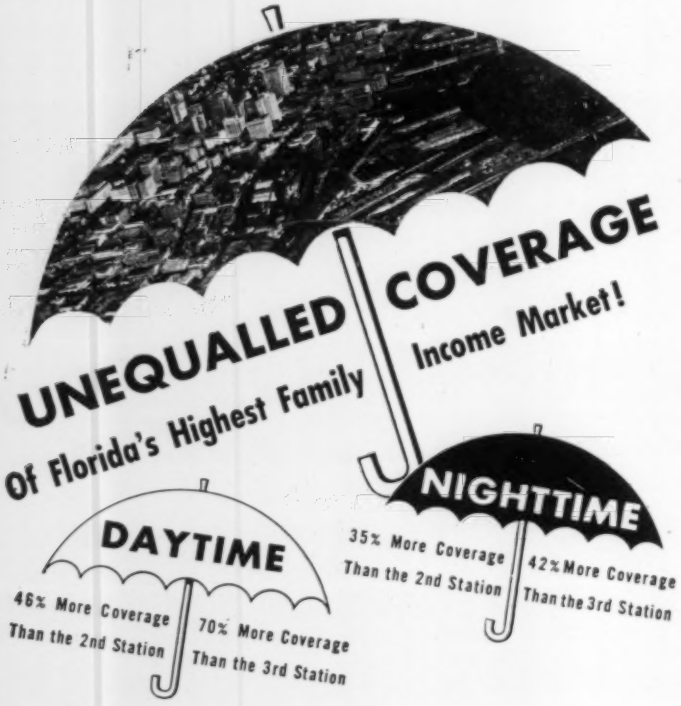
Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

XUM


More advertisers are spending more dollars on WTOP than ever before!
... because more people are listening to WTOP than ever before — more than to any other radio or television station in Washington*
wtop CBS
THE WASHINGTON POST — CBS STATION
Represented by Radio Sales
*65.6% more total week share of audience than the next station (Pulse Survey: May-June, 1950)

WJAX

JACKSONVILLE, FLORIDA


UNEQUALLED COVERAGE
Of Florida's Highest Family Income Market!
DAYTIME
46% More Coverage Than the 2nd Station
70% More Coverage Than the 3rd Station
NIGHTTIME
35% More Coverage Than the 2nd Station
42% More Coverage Than the 3rd Station

Yes, here's unequalled coverage and *unequalled dollar value* in one of the South's major markets.

Compare the BMB-reported coverage — and compare the rates. Vastly greater coverage per dollar—day and night.

Here is *effective coverage* of an area with more than $900,000,000 in effective buying income.

Here is leadership of more than 20 years standing—leadership that means buymanship throughout the area covered by the persuasive selling voice of WJAX.

See your Blair-Cummings representative without delay for full information about the overwhelming coverage, the amazing economy, the immense selling power of WJAX—Jacksonville's NBC station with 5,000 watts and a million friends.

WJAX

J. DILLON KENNEDY
Commissioner in Charge

JOHN T. HOPKINS, III
Manager

FLORIDA

SPOT RATE FINDER

(Continued from page 54)

WINK, 250w, 1240kc, Cooke, CBS

	SB	1M	5M	15M	30M	1 Hr
D	4.75	5.50	10.00	15.00	30.00	50.00
N	5.75	6.50	12.00	18.00	36.00	60.00

FT. PIERCE, Saint Lucie, 5,593 fam., 79.9% radio, 4,468 radio fam.

WIRA, 250w, 1400kc, MBS

D	3.75	4.50	8.00	16.00	24.00	40.00
N	5.00	6.00	10.00	20.00	30.00	50.00

GAINESVILLE, Alachua, 15,842 fam., 83.3% radio, 13,196 radio fam.

WGGG, 250w, 1230kc

D	3.75	5.00	10.00	20.00	30.00	50.00
N	3.75	5.00	10.00	20.00	30.00	50.00

WRUF, 5kw, 850kc, MBS, Burn-Smith, BMB

D	6.00	13.00	25.00	35.00	55.00
N	8.50	18.00	35.00	55.00	80.00

WRUF-FM, Chan. 281, 104.1mc, 3kw, Burn-Smith (rates upon request)

HOLLYWOOD, Broward, 23,273 fam., 85.1% radio, 19,805 fam.

WINZ, 1kw, 940kc, LBS, Perry

D	8.75	17.50	20.00	60.00	90.00
N	13.25	26.50	20.00	90.00	135.00

JACKSONVILLE, Duval, 88,130 fam., 89.1% radio, 78,523 radio fam.

4 AM affiliates, 1-time rate

D	10.00	10.00	17.75	35.25	54.25	90.75
N	18.50	18.00	36.00	69.00	108.25	181.25

2 AM non-affiliates, average 1-time rate

D	5.75	6.25	9.75	22.00	34.00	64.00

WIVY, 1kw-D, 1050kc

D	1.50	2.50	7.50	15.00	30.00	50.00

WJAX, 5kw, 930kc, NBC, Blair

D	10.00	18.50	37.00	60.00	95.00
N	20.00	37.00	74.00	120.00	190.00

WJAX-FM, Chan. 236, 95.1mc, 11.5kw (no rates available)

WJAX-TV, Chan. 2, 7.5kw-aur.; 15kw-vis. (CP)

WJHP, 5kw, 1320kc, MBS, Perry

D	10.00	18.00	35.00	53.00	88.00
N	15.00	35.00	70.00	105.00	175.00

WJHP-FM, Chan. 245, 96.9mc, 34kw (See Transit Radio Listing)

WMBR, 5kw, 1460kc, CBS, Avery-Knodel, BMB, Hooper

D	10.00	10.00	18.00	36.00	54.00	90.00
N	20.00	20.00	36.00	72.00	108.00	180.00

WMBR-FM, Chan. 241, 96.1mc, 67kw, Avery-Knodel (All FM rates 25% of AM)

WMBR-TV, Chan. 4, 7.4kw-aur.; 14.8kw-vis., CBS, Avery-Knodel

D	22.50	22.50	37.50	60.00	90.00	150.00
N	30.00	30.00	50.00	80.00	120.00	200.00

WOBS, 1kw-D, 1360kc, Forjoe, Hooper

D	10.00	10.00	12.00	29.00	38.00	78.00
N	12.00	12.00	16.00	32.00	46.00	90.00

WPDQ, 5kw, 600kc, ABC, Katz, Hooper, BMB

D	10.00	10.00	16.50	33.00	50.00	90.00
N	17.00	17.00	36.00	60.00	100.00	180.00

WRHC, 250w, 1400kc, McGillvra (No rates available)

JACKSONVILLE BEACH, Duval, 88,130 fam., 89.1% radio, 78,523 radio fam.

WJVB, 250w-D, 1010kc

D	3.75	5.00	10.00	20.00	30.00	50.00

KEY WEST, Monroe, 7,027 fam., 83.4% radio, 5,860 radio fam.

WKWF, 500w, 1600kc, MBS, Perry, BMB

D	5.00	6.50	10.00	20.00	30.00	50.00
N	10.00	13.00	20.00	40.00	60.00	100.00

LAKE CITY, Columbia, 5,034 fam., 75.9% radio, 3,820 radio fam.

WDSR, 250w, 1340kc

D	3.75	5.00	10.00	20.00	30.00	50.00
N	3.75	5.00	10.00	20.00	30.00	50.00

LAKELAND, Polk, 34,301 fam., 85.8% radio, 29,430 radio fam.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1
D	4.37	4.37	9.00	18.50	28.00	42
N	6.00	6.00	12.00	25.00	38.50	57

WLAK, 1kw, 1430kc, NBC, Pearson, Cone

D	5.00	5.00	10.00	21.00	30.00	45
N	7.00	7.00	14.00	30.00	45.00	72

WONN, 250w, 1230kc, MBS, Cooke

D	3.75	3.75	8.00	16.00	26.00	40
N	5.00	5.00	10.00	20.00	32.00	50

LAKE WORTH, Palm Beach, 31,833 fam., 8 radio, 27,132 radio fam.

WEAT, 250w, 1490kc, NBC, Pearson

D	6.50	8.00	10.00	20.00	30.00	50
N	9.00	11.00	14.00	28.00	42.00	70

LEESBURG, Lake, 10,080 fam., 86.2% radio 8,688 radio fam.

WLBE, 1kw, 790kc, Best

D	4.95	6.60	11.00	22.00	33.00	55
N	4.95	6.60	11.00	22.00	33.00	55

LIVE OAK, Suwannee, 4,725 fam., 79.0% radio, 3,732 radio fam.

WNER, 250w, 1450kc

D	2.00	3.00	4.00	8.00	14.00	20
N	2.00	3.00	4.00	8.00	14.00	20

MARIANNA, Jackson, 9,684 fam., 76.8% radio, 7,437 radio fam.

WTYS, 250w, 1340kc, Cummings

	SB	1M	5M	15M	30M	1
D	4.00	4.00	8.00	16.00	24.00	40
N	6.00	6.00	12.00	24.00	36.00	60

MELBOURNE, Brevard, 6,256 fam., 86.9% radio, 5,411 radio fam.

WMMB, 250w-D, 1050kc, Best

D	3.15	3.40	9.00	18.00	27.00	45

MIAMI, Dade, 136,826 fam., 93.3% radio 127,658 radio fam.

3 AM affiliates, average 1-time rate

D	17.16	17.16	25.33	50.66	76.00	126
N	26.33	26.33	43.33	86.66	130.00	216

2 AM non-affiliates, average 1-time rate

D	5.37	5.95	10.72	21.42	32.15	53

WFEC, 250w-D, 1220kc

D	4.75	5.90	11.45	22.85	34.30	57

WGBS, 50kw-D, 10kw-N, 710kw, CBS, Katz, BMB

D	20.00	20.00	30.00	60.00	90.00	150
N	30.00	30.00	50.00	100.00	150.00	250

WGBS-FM, Chan. 242, 96.3mc, 1kw, Katz, Bonus

WIOD, 5kw, 610kc, NBC, Hollingbery, Hooper, BMB

D	17.00	17.00	24.00	48.00	72.00	120
N	25.00	25.00	40.00	80.00	120.00	200

WIOD-FM, Chan. 247, 97.3mc, 54kw, Hollingbery, Bonus

WMIE, 10kw D, 5kw-N, 1140kc (Consult station for rates)

WQAM, 5kw-D, 1kw-N, 560kc, ABC, Blair, BMB

D	14.50	14.50	22.00	44.00	66.00	110
N	24.00	24.00	40.00	80.00	120.00	200

WQAM-FM, Chan. 235, 94.9mc, 60kw, Blair, Bonus

WTVJ (TV), Chan. 4, 2.2kw-vis.; 1.1kw-aur.; ABC, CBS, NBC, DuMont, Free & Peters

D	38.00	38.00	56.00	90.00	135.00	225
N	50.00	50.00	75.00	120.00	180.00	300

WWPB, 250w, 1450kc, Cooke

D	6.00	6.00	10.00	20.00	30.00	50
N	7.00	6.00	14.00	28.00	42.00	70

WWPB-FM, Chan. 268, 101.5mc, 5kw

MIAMI BEACH, Dade, 136,826 fam., 93.3% radio, 127,658 radio fam.

WKAT, 5kw-D, 1kw-N, 1360kc, MBS, Weed

D	13.92	11.39	17.71	35.42	53.13	88
N	21.51	18.97	35.42	70.84	106.26	177

WKAT-FM, Chan. 226, 93.1mc, 324kw, Bonus

WLRD (FM), Chan. 230, 93.9mc, 13kw

D	2.00	2.00	4.00	9.00	13.50	22
N	3.00	3.00	6.00	12.00	18.00	30

WMBM, 1kw-D, 800kc, Rambeau

D	5.50	8.25	13.75	27.50	46.00	57
N	5.50	8.25	13.75	31.50	52.75	66

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

* * *

OCALA, Marion, 10,606 fam., 82.8% radio, 8,781 radio fam.

WTMC, 1kw, 1290kc, MBS, Perry, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	8.00	16.00	24.00	40.00
N	6.00	6.00	10.00	20.00	30.00	50.00

ORLANDO, Orange, 31,881 fam., 89.8% radio, 28,629 radio fam.

* * *

4 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	7.75	7.75	12.23	24.31	38.62	63.37
N	10.50	10.50	18.06	35.87	55.25	96.25

WDBO, 5kw, 580kc, CBS, Blair, Hooper

D	8.50	8.50	13.75	27.50	44.00	71.50
N	12.00	12.00	19.25	38.50	66.00	110.00

* * *

WDBO-FM, Chan. 222, 92.3mc, 35kw, Blair, Bonus

WHOO, 10kw, 990kc, ABC, Ra-Tel, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	7.50	7.50	11.70	22.75	39.00	65.00
N	10.00	10.00	18.00	35.00	60.00	100.00

WHOO-FM, Chan. 243, 96.5mc, 59kw, Ra-Tel, Bonus

(Continued on page 58)

WKWF

"The Nation's Southernmost Radio Station"

★ 91% Listeners

★ A Regional Channel!

★ No other station in Florida on our Frequency!

★ Only Station in Key West, Monroe County and rich Florida Keys!

★ 37,000 local population, (not including transients).

New York
Chicago

National Representatives:
JOHN H. PERRY ASSOCIATES

Detroit
Philadelphia
Atlanta

Simple Arithmetic!

in the great MIAMI market area 13 AM STATIONS DIVIDE 121,000 RADIO HOMES

but THE ONE EXCLUSIVE TV STATION HAS 30,000 FAMILIES ALL TO ITSELF

Programmed by all four major networks

WTVJ Channel 4 miami

YOU CAN SELL MORE ON Channel 4 IN MIAMI

FREE and PETERS · Natl. Representatives

FLORIDA

SPOT RATE FINDER

(Continued from page 57)

WLOF, 5kw, 950kc, MBS, Raymer

	SB	1M	5M	15M	30M	1 Hr
D	8.00	8.00	13.00	26.00	40.00	65.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WORZ, 1kw, 740kc, NBC, Weed, Hooper, Conlan

D	7.00	7.00	10.50	21.00	31.50	52.00
N	10.00	10.00	15.00	30.00	45.00	75.00

PALATKA, Putnam, 6,576 fam., 80.4% radio, 5,287 radio fam.

WWPF, 250w-D, 800kc, Continental

D	3.25	4.50	7.00	12.50	23.00	40.00

WWPF-FM, Chan. 252, 98.3mc, 975w, Bonus daytime only.

N	1.95	2.70	4.20	7.50	13.80	24.00

PALM BEACH, Palm Beach, 31,883 fam., 85.1% radio, 27,132 radio fam.

WWPG, 250w, 1340kc, ABC, Perry, Conlan

D	4.50	4.50	9.00	18.00	27.00	45.00
N	5.70	5.70	11.40	22.80	34.20	57.00

WWPG-FM, Chan. 250, 97.9mc, 22kw, Perry, Bonus

PANAMA CITY, Bay, 11,448 fam., 83.5% radio, 9,559 radio fam.

2 AM affiliates, average 1-time rate

D	4.50	5.00	8.50	18.00	27.00	45.00
N	5.00	5.50	9.50	19.00	30.00	50.00

WDLP, 1kw, 590kc, MBS

D	6.00	6.00	10.00	20.00	30.00	50.00
N	6.00	6.00	10.00	20.00	30.00	50.00

WPCF, 250w, 1400kc, ABC

D	3.00	4.00	7.00	16.00	24.00	40.00
N	4.00	5.00	9.00	18.00	30.00	50.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

PENSACOLA, Escambia, 30,187 fam., 86.3% radio, 26,051 radio fam.

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	6.16	6.70	10.75	21.66	34.16	57.16
N	8.55	9.16	13.91	28.00	45.50	76.66

WBSR, 250w, 1450kc, ABC

D	6.00	6.00	10.00	20.00	30.00	50.00
N	8.00	8.00	14.00	28.00	42.00	70.00

WCOA, 5kw, 1370kc, NBC, Perry

D	8.50	8.50	13.75	27.50	44.00	71.50
N	12.00	12.00	19.25	38.50	66.00	110.00

WCOA-FM, Chan. 250, 98.9mc, 5.4kw, Bonus

WEAR, 250w, 1230kc, MBS, Pearson

D	4.00	5.60	8.50	17.50	28.50	50.00
N	5.65	7.50	8.50	17.50	28.50	50.00

PLANT CITY, Hillsborough, 69,423 fam., 88.9% radio, 61,717 radio fam.

WPLA, 250w-D, 1570kc

D	3.00	3.00	5.00	9.00	18.00	36.00

QUINCY, Gadsden, 10,159 fam., 78.2% radio, 7,944 radio fam.

WCNH, 250w, 1230kc

D	3.00	3.00	4.50	12.00	18.00	30.00
N	3.00	3.00	4.50	12.00	18.00	30.00

ST. AUGUSTINE, St. Johns, 6,919 fam., 81.8% radio, 5,659 radio fam.

WFOY, 250w, 1240kc, CBS, Avery-Knodel

D	4.50	4.50	7.00	15.00	22.00	36.00
N	9.00	9.00	11.00	22.00	33.00	54.00

ST. PETERSBURG, Pinellas, 46,798 fam., 91.8% radio, 42,960 radio fam.

2 AM affiliates, average 1-time rate

D	5.25	7.75	12.25	24.50	42.00	71.00
N	8.00	10.37	18.25	38.75	72.00	120.00

WSUN, 5kw, 620kc, ABC, Weed

D	4.50	7.50	12.50	25.00	42.00	70.00
N	8.00	10.75	17.50	37.50	72.00	120.00

WTSP, 5kw, 1380kc, MBS, Pearson, Hooper, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	6.00	8.00	12.00	24.00	42.00	72.00
N	8.00	10.00	19.00	40.00	72.00	120.00

WTSP-FM, Chan. 273, 102.5mc, 37kw, Pearson, Bonus

SANFORD, Seminole, 7,330 fam., 83.5% radio, 6,120 radio fam.

WTRR, 250w, 1400kc, Best

D	3.60	3.60	6.48	12.96	21.60	36.00
N	5.00	5.00	9.00	18.00	30.00	50.00

SARASOTA, Sarasota, 7,973 fam., 88.1% radio, 7,024 radio fam.

WKXY, 1kw-D, 1540kc, LBS

D	5.00	10.00	15.00	20.00	30.00	50.00
N	5.00	10.00	15.00	20.00	30.00	50.00

WSPB, 250w, 1450kc, CBS, Pearson

D	3.75	3.75	10.00	20.00	30.00	50.00
N	5.00	5.00	12.00	24.00	36.00	60.00

SEBRING, Highlands, 3,766 fam., 82.8% radio, 3,118 radio fam.

WJCM, 100w, 1340kc, LBS

D	2.50	2.50	3.50	7.50	13.00	20.00
N	3.00	3.00	4.25	10.00	16.00	30.00

SULPHUR SPRINGS, Hillsborough, 69,423 fam., 88.9% radio, 61,717 radio fam.

WHBO, 250w-D, 1050kc (See Tampa Fla. Listing)

TALLAHASSEE, Leon, 14,311 fam., 82.9% radio, 11,863 radio fam.

2 AM affiliates, average 1-time rate

D	5.08	5.65	9.75	20.00	30.00	50.00
N	7.02	7.59	13.50	27.00	42.00	70.00

WTAL, 5kw, 1270kc, CBS, MBS, Blair, Conlan

D	7.00	7.00	12.00	24.00	36.00	60.00
N	10.00	10.00	18.00	36.00	54.00	90.00

WTAL-FM, Chan. 280, 103.9mc, 710w, Bonus

	SB	1M	5M	15M	30M	1 Hr
D	3.16	4.30	7.50	16.00	24.00	40.00
N	4.05	5.18	9.00	18.00	30.00	50.00

WTNT, 250w, 1450kc, ABC, Clark

TAMPA, Hillsborough, 69,423 fam., 88.9% radio, 61,717 radio fam.

2 AM affiliates, average 1-time rate

D	12.00	12.00	20.00	32.00	50.00	80.00
N	16.00	16.00	32.50	60.00	90.00	160.00

3 AM non-affiliates, average 1-time rate

D	4.17	4.50	8.33	16.36	28.63	45.00

WALT, 1kw-D, 1110kc, Perry

D	5.00	6.00	12.00	21.60	38.00	60.00

WDAE, 5kw, 1250kc, CBS, Katz

D	12.00	12.00	20.00	32.00	50.00	80.00
N	16.00	16.00	30.00	60.00	90.00	160.00

WDAE-FM, Chan. 289, 105.7mc, 1kw, Bonus

WEKB, 1kw-D, 1590kc

D		3.50	5.50	14.00	21.65	40.00

WFLA, 5kw, 970kc, NBC, Blair, Cummings, Hooper

D	12.00	12.00	20.00	32.00	50.00	80.00
N	16.00	16.00	35.00	60.00	90.00	160.00

WFLA-FM, Chan. 227, 93.3mc, 53kw, Bonus

WHBO, 250w, 1050kc

D	3.35	4.50	7.50	13.50	26.25	45.00
N	3.35	4.50	7.50	13.50	26.25	45.00

WEST PALM BEACH, Palm Beach, 31,883 fam., 85.1% radio, 27,132 radio fam.

2 AM affiliates, average 1-time rate

D	6.00	6.00	11.00	22.00	33.00	55.00
N	11.00	11.00	20.00	40.00	60.00	100.00

WIRK, 1kw, 1290kc, MBS, McGillvra

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WJNO, 250w, 1230kc, CBS, Meeker

D	6.00	6.00	10.00	20.00	30.00	50.00
N	12.00	12.00	20.00	40.00	60.00	100.00

WINTER HAVEN, Polk, 34,301 fam., 85.9% radio, 29,430 radio fam.

WSIR, 250w, 1490kc, MBS, Conlan, BMB

D	4.00	4.00	8.00	16.00	24.00	40.00
N	5.36	5.36	10.72	21.44	32.16	53.60

VACATION LAND SUMMER AND WINTER

WMFJ

FIRST RADIO STATION IN

DAYTONA BEACH, FLA.

Affiliated with the American Broadcasting Company

JOSEPH HERSHEY McGILLVRA, INC.
NATIONAL REPRESENTATIVES

ROBERT S. KELLER
AGENCY COORDINATOR

FLORIDA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Alachua	56,717	38,607	15,842	13,196	83.3	28,077	31,847	7,323	3,226
Baker	6,291	6,510	1,757	1,407	80.1	2,117	2,428	350	130
Bay	40,987	20,686	11,448	9,559	83.5	25,120	27,738	6,080	3,145
Bradford	11,386	8,717	3,180	2,690	84.6	3,942	5,611	1,046	379
Brevard	22,400	16,142	6,256	5,411	86.5	15,140	16,878	2,324	944
Broward	83,318	39,794	23,273	19,805	85.1	58,804	93,630	16,445	10,435
Calhoun	7,894	8,218	2,205	1,768	80.2	2,731	3,343	378	147
Charlotte	4,267	3,663	1,191	1,056	88.7	2,963	2,955	591	226
Citrus	6,086	5,846	1,700	1,428	84.0	2,933	3,692	421	161
Clay	13,307	6,468	3,717	3,163	85.1	2,162	5,152	693	307
Collier	6,452	5,102	1,802	1,477	82.0	3,298	2,418	1,119	624
Columbia	18,022	16,859	5,034	3,820	75.9	8,935	11,476	1,714	656
Dade	489,838	267,739	136,826	127,658	93.3	528,360	588,765	140,077	88,034
De Soto	9,184	7,792	2,565	2,090	81.5	5,679	5,777	1,105	456
Dixie	3,911	7,018	1,092	900	82.5	3,606	2,117	329	109
Duval	315,508	210,143	88,130	78,523	89.1	291,047	266,877	74,068	40,671
Escambia	108,072	74,667	30,187	26,051	86.3	73,780	75,703	16,321	8,032
Flagler	3,357	3,008	937	769	82.1	1,343	1,602	365	121
Franklin	5,755	5,991	1,607	1,250	77.8	2,905	2,207	426	140
Gadsden	36,370	31,450	10,159	7,944	78.2	14,438	17,245	3,394	1,285
Gilchrist	3,489	4,250	974	762	78.3	1,430	1,676	209	96
Glades	2,197	2,745	613	514	84.0	1,080	1,208	118	46
Gulf	7,433	6,951	2,076	1,785	86.0	3,037	3,853	1,688	966
Hamilton	8,955	9,778	2,501	1,980	79.2	3,039	3,322	713	228
Hardee	10,022	10,158	2,799	2,292	81.9	5,693	6,733	720	306
Hendry	5,997	5,237	1,675	1,447	86.4	3,897	5,272	1,115	674
Hernando	6,652	5,641	1,858	1,599	86.1	3,796	4,451	725	277
Highlands	13,485	9,246	3,766	3,118	82 8	6,659	8,579	1,469	656
Hillsborough	248,536	180,148	69,423	61,717	88 9	192,060	210,375	57,233	29,233
Holmes	14,000	15,774	3,910	3,084	78.9	2,058	3,114	440	132
Indian River	11,850	8,957	3,310	2,839	85.8	7,051	8,949	1,227	673
Jackson	34,669	34,428	9,684	7,437	76.8	12,264	15,319	2,561	837
Jefferson	10,385	12,032	2,900	2,282	78.7	3,110	3,682	534	179
Lafayette	3,431	4,405	958	785	82.0	1,079	1,307	107	43
Lake	36,088	27,255	10,080	8,688	86.2	19,768	23,439	3,822	1,760
Lee	23,211	17,488	6,483	5,633	86.9	17,594	22,370	3,330	1,559
Leon	51,235	31,646	14,311	11,863	82.9	31,290	34,200	6,709	2,965
Levy	10,627	12,550	2,968	2,407	81.1	4,452	4,609	851	306
Liberty	3,174	3,752	886	693	78.3	598	944	368	112
Madison	14,177	16,190	3,960	3,029	76.5	5,795	4,854	1,024	332
Manatee	34,547	26,098	9,650	8,260	85.6	19,958	26,068	4,235	1,970
Marion	37,973	31,243	10,606	8,781	82.8	21,797	30,248	5,639	2,518
Martin	7,665	6,295	2,141	1,845	86.2	4,555	5,454	1,099	528
Monroe	25,159	14,078	7,027	5,860	83.4	7,781	16,112	2,223	988
Nassau	12,755	10,826	3,562	2,960	83.1	5,052	7,067	2,061	1,082
Okaloosa	26,476	12,900	7,395	6,152	83.2	4,876	9,464	1,531	559
Okeechobee	3,444	3,000	962	812	84.5	2,147	2,350	245	114
Orange	114,134	70,074	31,881	28,629	89.8	117,796	105,946	21,129	19,072
Osceola	11,325	10,119	3,163	2,773	87.7	6,045	7,942	1,318	575
Palm Beach	114,144	79,989	31,883	27,132	85.1	142,143	128,152	23,089	13,526
Pasco	20,412	13,981	5,701	4,857	85.2	6,306	10,111	1,544	618
Pinellas	167,539	91,852	46,798	42,960	91.8	165,105	152,439	27,739	14,592
Polk	122,801	86,665	34,301	29,430	85.8	101,669	84,311	27,114	15,020
Putnam	23,545	18,698	6,576	5,287	80.4	11,899	16,330	2,935	1,390
St. Johns	24,773	20,012	6,919	5,659	81.8	16,965	17,766	3,237	1,326
St. Lucie	20,023	11,871	5,593	4,468	79.9	12,967	18,722	2,243	1,113
Santa Rosa	18,501	16,085	5,167	4,200	81.3	4,087	5,830	473	162
Sarasota	28,544	16,106	7,973	7,024	88.1	21,476	32,165	5,528	2,593
Seminole	26,242	22,304	7,330	6,120	83.5	14,643	17,783	2,072	972
Sumter	11,311	11,041	3,159	2,640	83.6	3,549	5,013	536	217
Suwannee	16,919	17,073	4,725	3,732	79.0	7,226	8,770	1,400	467
Taylor	10,383	11,656	2,900	2,224	76.7	5,636	6,660	2,277	1,008
Union	8,883	7,094	2,481	1,984	80.0	1,226	1,677	210	71
Volusia	73,151	53,710	20,433	17,654	86.4	60,625	65,059	11,789	5,561
Wakulla	5,238	5,463	1,463	1,189	81.3	1,898	1,104	258	113
Walton	14,672	14,246	4,098	3,249	79.3	4,733	6,791	903	344
Washington	11,844	12,302	3,308	2,626	79.4	2,933	3,195	731	269

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

GEORGIA

SPOT RATE FINDER

ALBANY, Dougherty, 11,908 fam., 79.2% radio, 9,431 radio fam.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	3.00	3.50	6.00	12.00	18.00	30.00
N	4.25	4.75	11.50	23.00	36.00	60.00

WALB, 1kw, 1590kc, ABC, Burn-Smith

D	3.50	3.50	6.00	12.00	18.00	30.00
N	4.50	4.50	11.00	22.00	36.00	60.00

WGPC, 250w, 1450kc, CBS, Hollingbery, BMB

D	2.50	3.50	6.00	12.00	18.00	30.00
N	4.00	5.00	12.00	24.00	36.00	60.00

(For combination rates see WRBL, Columbus, Ga., listing)

AMERICUS, Sumter, 6,757 fam., 75.9% radio, 5,128 radio fam.

WDEC, 250w, 1230kc, MBS

D	3.00	3.00	5.00	9.00	16.50	26.50
N	3.00	3.00	5.00	9.00	16.50	26.50

ATHENS, Clarke, 10,181 fam., 85.0% radio, 8,653 radio fam.

WGAU, 250w, 1340kc, CBS, BMB

D	3.00	3.00	6.00	12.00	18.00	30.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WGAU-FM, Chan. 258, 99.5mc, 4.4kw, Bonus

WRFC, 1kw-D, 950kc, Dodson, BMB

D	3.50	3.50	6.00	12.00	18.00	30.00
N	6.00	6.00	10.00	20.00	30.00	50.00

ATLANTA, Fulton, 140,531 fam., 88.3% radio, 124,088 radio fam.

3 AM affiliates, average 1-time rate

D	25.00	29.66	42.00	66.40	108.00	180.00
N	41.33	49.66	69.66	110.66	182.00	303.33

4 AM non-affiliates, average 1-time rate

D	6.31	8.12	13.37	26.75	44.62	74.37
N	10.00	14.00	24.00	48.00	75.00	125.00

WAGA, 5kw, 590kc, CBS, Katz

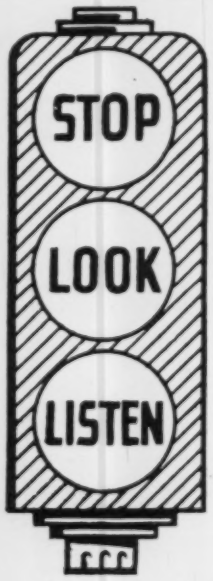
D	21.00	24.00	33.00	54.00	90.00	150.00
N	34.00	40.00	54.00	90.00	156.00	260.00

WAGA-FM, Chan. 277, 103.3mc, 50kw, Bonus

WAGA-TV, Chan. 5, 9.5kw-aur., 18kw-vis., CBS, DuMont

D	31.00	31.00	48.50	78.00	117.00	195.00
N	52.00	52.00	81.00	130.00	195.00	325.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.



COLUMBUS
GEORGIA

A 175,000 METROPOLITAN AREA

* From Preliminary Estimates of 1950 Census in the Officially Designated Metropolitan Area Comprising Muscogee and Chattahoochee counties and Ft. Benning in Georgia, and Russell County in Alabama.

GEORGIA'S 2ND MARKET

Only WRBL covers the rich Columbus trading area now at less cost per thousand than any other Columbus advertising medium.

5000 WATTS AM
1420 KC

WRBL

46,200 WATTS FM
93.3 MG

ESTABLISHED 1928

Represented by George P. Hollingbery Co.

WATL, 5kw, 1380kc, Forjoe

	SB	1M	5M	15M	30M	1 Hr
D	6.00	9.00	15.00	30.00	48.00	80.00
N	12.00	18.00	30.00	60.00	96.00	160.00

WATL-FM, Chan. 248, 97.5mc, 44kw, Bonus

WBGE, 250w, 1340kc, Burn-Smith

D	5.00	7.00	10.00	20.00	36.00	60.00
N	8.00	10.00	18.00	36.00	54.00	90.00

WBGE-FM, Chan. 238, 95.5mc, 14kw, Burn-Smith, Bonus

WEAS, 10kw, 1010kc
(See Decatur, Ga., listing)

WERD, 1kw-D, 860kc

D	7.50	7.50	15.00	30.00	45.00	75.00

WGST, 5kw-D, 1kw-N, 920kc, ABC, MBS, Blair, Hooper

D	15.00	20.00	30.00	48.00	72.00	120.00
N	25.00	34.00	50.00	80.00	120.00	200.00

WGST-FM, Chan. 231, 94.1mc, 345kw, Blair, Bonus

WQXI (Buckhead), 5kw-D, 790kc

D	6.75	9.00	13.50	27.00	49.50	82.50

WSB, 50kw, 750kc, NBC, Petry

D	39.00	45.00	63.00	97.20	162.00	270.00
N	65.00	75.00	105.00	162.00	270.00	450.00

WSB-FM, Chan. 253, 98.5mc, 54kw, Bonus

WSB-TV, Chan. 8, 12.5kw-aur.; 23.8kw-vis.

D	24.00	24.00	37.50	60.00	90.00	150.00
N	40.00	40.00	62.50	100.00	150.00	250.00

AUGUSTA, Richmond, 28,568 fam., 82.1% radio, 23,454 radio fam.

4 AM affiliates, average 1-time rate

D	5.22	5.22	10.38	20.70	31.05	51.75
N	7.22	7.22	14.35	28.70	43.05	71.75

WBBQ, 250w, 1340kc, MBS, Walker

D	2.90	2.90	5.40	10.80	16.20	27.00
N	2.90	2.90	5.40	10.80	16.20	27.00

WGAC, 5kw-D, 1kw-N, 580kc, ABC, Avery-Knodel, BMB

D	7.50	7.50	15.00	30.00	45.00	75.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WJBF, 250w, 1230kc, NBC, Taylor

D	4.50	4.50	9.00	18.00	27.00	45.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WRDW, 5kw, 1480kc, CBS, Headley-Reed

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

BAINBRIDGE, Decatur, 6,599 fam., 75.8% radio, 5,002 radio fam.

WMGR, 250w, 1490kc, MBS

D	3.25	3.25	15.00	20.00	35.00	50.00
N	3.25	3.25	15.00	20.00	35.00	50.00

BRUNSWICK, Glynn, 8,132 fam., 83.3% radio, 6,773 radio fam.

WGIG, 1kw, 1440kc

D	3.50	3.35	11.00	22.00	33.00	55.00
N	3.50	3.35	11.00	22.00	33.00	55.00

WMOG, 250w, 1490kc, MBS, Conlan

D	3.00	4.00	10.00	25.00	35.00	60.00
N	3.00	4.00	10.00	25.00	35.00	60.00

CAIRO, Grady, 5,284 fam., 79.0% radio, 4,174 radio fam.

WGRA, 1kw-D, 1300kc

D	2.35	3.00	4.55	9.00	15.40	30.00

CARROLLTON, Carroll, 9,520 fam., 85.2% radio, 8,111 radio fam.

WLBB, 250w-D, 1100kc

D	3.20	3.20	10.00	12.00	25.00	42.50

CARTERSVILLE, Bartow, 7,633 fam., 86.1% radio, 6,572 radio fam.

WBHF, 250w, 1450kc, MBS

D	5.00	5.00	10.00	20.00	30.00	50.00
N	5.00	5.00	10.00	20.00	30.00	50.00

CEDARTOWN, Polk, 8,557 fam., 87.9% radio, 7,521 radio fam.

WGAA, 250w, 1340kc, ABC

D	2.00	3.50	5.00	12.00	18.00	30.00
N	2.00	3.50	5.00	12.00	18.00	30.00

WGAA-FM, Chan. 241, 96.1mc, 5.5kw, Bonus

COLUMBUS, Muscogee, 33,044 fam., 84.7% radio, 27,988 radio fam.

3 AM affiliates, average 1-time rate

D	5.66	6.50	10.66	21.33	32.00	53.33
N	9.00	10.16	17.33	34.66	52.00	86.66

WDAK, 250w, 1340kc, NBC, Headley-Reed, BMB, Conlan

D	6.00	6.00	10.00	20.00	30.00	50.00
N	9.00	9.00	16.00	32.00	48.00	80.00

WDAK-FM, Chan. 300, 107.9mc, 3kw, Bonus

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

For Facts on the Augusta Market
Contact
HEADLEY-REED
Representatives of Radio Station
WRDW

WGBA, 1kw, 1460kc, ABC, MBS, Branham, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.00	10.00	20.00	30.00	50.00
N	8.00	9.00	16.00	32.00	48.00	80.00

WGBA-FM, Chan. 236, 95.1mc, 15.5kw, Branham, Bonus with purchase of WGBA, separate rates rates:

D	1.25	1.50	2.50	5.00	7.50	12.50
N	2.00	2.25	4.00	8.00	12.00	20.00

WRBL, 5kw, 1420kc, CBS, Hollingbery, BMB

D	6.00	7.50	12.00	24.00	36.00	60.00
N	10.00	12.50	20.00	40.00	60.00	100.00

WRBL-FM, Chan. 227, 93.3mc, 46.2kw, Hollingbery, Bonus

Combination rates for WRBL and WGPC, Albany, Ga., are:

D	7.00	9.00
N	12.00	15.00

CORDELE, Crisp, 4,928 fam., 74.7% radio, 3,681 radio fam.

WMJM, 250w, 1490kc, MBS

D	3.00	3.00	15.00	20.00	35.00	50.00
N	3.00	3.00	15.00	20.00	35.00	50.00

COVINGTON, Newton, 5,652 fam., 85.4% radio, 4,826 radio fam.

WMOC, 250w, 1490kc, MBS

D	5.00	5.00	10.00	20.00	30.00	50.00
N	5.00	5.00	10.00	20.00	30.00	50.00

DALTON, Whitfield, 9,627 fam., 90.9% radio, 8,750 radio fam.

WBLJ, 250w 1230kc, MBS, Continental

D	2.00	2.50	5.00	8.00	15.00	30.00
N	2.00	2.50	5.00	8.00	15.00	30.00

DAWSON, Terrell, 4,000 fam., 73.7% radio, 2,948 radio fam.

WDWD, 1kw-D, 990kc

D	2.00	3.00	6.00	8.75	15.00	25.00

DECATUR, DeKalb, 27,615 fam., 93.4% radio, 25,792 radio fam.

2 AM non-affiliates, average 1-time rate

D	9.97	12.50	17.97	34.25	54.75	91.25

WEAS (Atlanta), 10kw, 1010kc, Pearson

D	15.75	18.00	24.75	40.50	67.50	112.50
N	15.75	18.00	24.75	40.50	67.50	112.50

WGLS, 1kw-D, 970kc, LBS

D	4.20	7.00	11.20	28.00	42.00	70.00

DOUGLAS, Coffee, 6,703 fam., 77.9% radio, 5,221 radio fam.

WDMG, 1kw-D, 860kc

D	3.50	5.25	9.00	17.60	30.00	55.00

DUBLIN, Laurens, 9,246 fam., 78.4% radio, 7,248 radio fam.

WERD

Atlanta

860 Kcs **1,000 Watts**

THE shortest route to the hearts and ears of 200,000 Negroes in the Greater Atlanta Trading Area

According to the Hooper Radio Audience Index for June, 8 A.M. to 12 Noon . . .

Network Station A 26.0%
INDEPENDENT WERD 17.5%
Network Station B 16.0%
Network Station C 13.0%

WERD, America's first and only Negro owned radio station, offers *YOU* the lowest "cost per thousand" in the ATLANTA AREA . . . . . .

NATIONAL REPRESENTATIVE:

Interstate United Newspapers, Inc.

NEW YORK **CHICAGO** **DETROIT**

WMLT, 250w, 1340kc, MBS, Continental, BMB

	SB	1M	5M	15M	30M	1 Hr
D	3.85	2.85	15.00	20.00	37.50	42.00
N	3.85	2.85	15.00	20.00	37.50	42.00

EAST POINT, Fulton, 140,531 fam., 88.3% radio, 124,088 radio fam.

WTJH, 1kw-D, 1260kc

D	4.25	5.95	8.50	17.00	30.60	51.00

ELBERTON, Elbert, 5,187 fam., 80.9% radio, 4,196 radio fam.

WSGC, 250w, 1400kc, MBS, Continental

D	1.75	1.75	4.00	8.00	14.00	20.00
N	1.75	1.75	4.00	8.00	14.00	20.00

FITZGERALD, Ben Hill, 4,159 fam., 81.3% radio, 3,381 radio fam.

WBHB, 250w, 1240kc, MBS

D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.00	10.00	16.00	24.00	40.00

GAINESVILLE, Hall, 11,178 fam., 86.1% radio, 9,624 radio fam.

WDUN, 250w, 1400kc

D	3.50	3.50	7.50	12.00	18.00	30.00
N	5.00	5.00	8.00	16.00	24.00	40.00

WDUN-FM, Chan. 280, 103.9mc, 0.3 kw, Bonus

WGGA, 250w, 1240kc, MBS, Hooper

D	3.50	3.50	6.80	13.60	20.40	34.00
N	5.00	5.00	10.00	20.00	30.00	50.00

GRIFFIN, Spalding, 8,648 fam., 86.4% radio, 7,471 radio fam.

WKEU, 250w, 1450kc, MBS, Sears & Ayer

D		6.00	12.00	21.00	37.80	68.10
N		6.00	12.00	21.00	37.80	68.10

HARTWELL, Hart, 4,054 fam., 84.6% radio, 3,429 radio fam.

WKLY, 1kw-D, 980kc

D		5.00	10.00	20.00	30.00	50.00

JESUP, Wayne, 3,996 fam., 79.4% radio, 3,172 radio fam.

WBGR 1kw-D, 1370kc

D	3.50	5.25	9.00	17.60	30.00	55.00

LaGRANGE, Troup, 13,881 fam., 80.0% radio, 11,104 radio fam.

WLAG, 250w, 1240kc, MBS, Conlan

D	4.00	6.00	10.00	20.00	36.00	60.00
N	4.00	6.00	10.00	20.00	36.00	60.00

WLAG-FM, Chan. 238, 104.1mc, 5kw

D	2.00	3.00	5.00	10.00	18.00	30.00
N	2.00	3.00	5.00	10.00	18.00	30.00

MACON, Bibb, 31,713 fam., 81.3% radio, 25,782 radio fam.

3 AM affiliates, average 1-time rate

D	6.83	7.33	15.00	26.66	40.00	66.66
N	10.16	10.83	22.83	40.66	61.00	101.66

WBML, 250w, 1240kc, ABC

D	6.00	6.00	10.00	20.00	30.00	50.00
N	9.00	9.00	16.00	32.00	48.00	80.00

WBML-FM, Chan. 264, 100.7mc, 15kw
(No rates available)

WIBB, 1kw-D, 1280kc

D	6.60	6.60	11.00	22.00	33.00	55.00

WMAZ, 10kw, 940kc, CBS, Katz, BMB, Hooper

D	9.50	11.00	25.00	40.00	60.00	100.00
N	14.00	16.00	37.50	60.00	90.00	150.00

WMAZ-FM, Chan. 256, 99.1mc, 44kw, Katz, Bonus

WNEX, 250w, 1400kc, MBS, Branham

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.50	7.50	15.00	30.00	45.00	75.00

WNEX-FM, Chan. 245, 96.9mc, 41kw, Branham, Bonus

MARIETTA, Cobb, 17,248 fam., 89.6% radio, 15,454 radio fam.

WFOM, 250w, 1230kc

D	3.00	3.00	8.00	15.00	30.00	60.00
N	3.00	3.00	8.00	15.00	30.00	60.00

MILLEDGEVILLE, Baldwin, 8,301 fam., 80.6% radio, 6,690 radio fam.

WMVG, 250w, 1450kc, MBS, Griffith

D	3.85	2.85	15.00	20.00	37.50	42.00
N	3.85	2.85	15.00	20.00	37.50	42.00

MOULTRIE, Colquitt, 9,478 fam., 79.4% radio, 7,525 radio fam.

WMGA, 250w, 1400kc, Clark

D	2.40	3.20	4.80	9.60	14.40	24.00
N	2.40	3.20	4.80	9.60	14.40	24.00

NEWNAN, Coweta, 7,747 fam., 82.2% radio, 6,368 radio fam.

WCOH, 250w, 1400kc, MBS

D	5.00	5.00	20.00	40.00	60.00	90.00
N	5.00	5.00	20.00	40.00	60.00	90.00

WCOH-FM, Chan. 244, 96.7mc, 250w, Bonus

QUITMAN, Brooks 5,066 fam., 77.1% radio, 3,905 radio fam.

WKMA, 250w, 1490kc

D	4.00	6.00	8.00	16.00	28.00	40.00
N	4.00	6.00	8.00	16.00	28.00	40.00

ROME, Floyd, 17,574 fam., 89.0% radio, 15,640 radio fam.

2 AM non-affiliates, average 1-time rate

D		4.50	9.00	18.00	30.00	50.00

WLAQ, 1kw, 1410kc

D		4.50	9.00	18.00	30.00	50.00
N		6.00	12.00	24.00	36.00	60.00

WRGA, 5kw, 1470kc, MBS, Walker

D	6.00	6.00	12.00	24.00	36.00	60.00
N	7.50	7.50	15.00	30.00	45.00	75.00

WRGA-FM, Chan. 293, 106.5mc, 1.4kw, Bonus

WROM, 1kw-D, 710kc, McKinney

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.50	9.00	18.00	30.00	50.00

SAVANNAH, Chatham, 41,842 fam., 84.0% radio, 35,147 radio fam.

4 AM affiliates, average 1-time rate

D	7.25	9.00	15.35	27.75	43.00	73.25
N	10.50	13.37	23.00	41.00	63.25	106.25

WCCP, 250w, 1450kc, MBS, Walker

D	5.50	5.50	10.00	18.00	30.00	50.00
N	8.00	8.00	15.00	25.00	40.00	70.00

WDAR, 250w, 1400kc, ABC, Young, Hooper

D	4.50	6.00	10.00	18.00	30.00	55.00
N	6.00	8.50	15.00	27.00	45.00	75.00

WDAR-FM, Chan. 243, 96.5mc, 13.2kw, Bonus

WFRP, 250w, 1230kc, Clark

D	3.75	5.00	9.00	16.00	28.00	48.00
N	5.00	6.00	12.50	21.60	38.00	60.00

WSAV, 5kw, 630kc, NBC, Hollingbery, BMB, Hooper

D	9.50	12.00	20.00	37.50	56.00	94.00
N	14.50	18.00	30.00	56.00	84.00	140.00

WSAV-FM, Chan. 262, 100.3mc, 15.5kw Hollinbery, Bonus

WTOC, 5kw, 1290kc, CBS, Katz, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	9.50	12.50	21.50	37.50	56.00	94.00
N	14.50	19.00	32.00	56.00	84.00	140.00

WTOC-FM, Chan. 247, 97.3mc, 5kw, Katz, Bonus

STATESBORO, Bulloch, 6,943 fam., 79.3% radio, 5,505 radio fam.

WWNS, 250w, 1490kc, MBS

D	2.00	2.00	4.00	7.35	15.00	25.00
N	2.00	2.00	4.00	7.35	15.00	25.00

SWAINSBORO, Emanuel, 5,502 fam. 79.7% radio, 4,385 radio fam.

WJAT, 1kw-D, 800kc

D	3.50	5.25	9.00	17.60	30.00	55.00

THOMASTON, Upson, 6,980 fam., 84.1% radio, 5,870 radio fam.

WSFT, 250w-D, 1220kc, MBS

D	4.00	4.00	7.00	12.00	22.00	40.00

THOMASVILLE, Thomas, 9,456 fam., 80.2% radio, 7,583 radio fam.

2 AM non-affiliates, average 1-time rate

D	3.50	4.87		18.80	33.75	57.50

WKTG, 1kw-D, 730kc, Clark

D	3.50	5.25	9.00	17.60	30.00	55.00

WPAX, 250w, 1240kc

D	3.50	4.50		20.00	37.50	60.00
N	3.50	4.50		20.00	37.50	60.00

THOMSON, McDuffie, 3,196 fam., 79.0% radio, 2,524 radio fam.

WTWA, 250w, 1240kc, MBS

D	3.00	4.00	7.00	12.00	22.00	40.00
N	3.00	4.00	7.00	12.00	22.00	40.00

TIFTON, Tift, 6,314 fam., 79.9% radio, 5,044 radio fam.

WWGS, 250w, 1340kc, MBS

D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.00	10.00	16.00	24.00	40.00

TOCCOA, Stephens, 4,637 fam., 84.0% radio, 3,895 radio fam.

WLET, 250w, 1450kc, MBS, Clark

D	3.00	3.00	6.70	13.40	20.00	33.50
N	3.00	3.00	6.70	13.40	20.00	33.50

WLET-FM, Chan. 291, 106.1mc, 10kw, Clark Bonus with AM during operating hours.

VALDOSTA, Lowndes, 9,836 fam., 79.1% radio, 7,780 radio fam.

WGAF, 5kw, 910kc
(CP)

WGOV, 5kw-D, 1kw-N, 950kc, MBS, Pearson

D	8.00	12.00	18.00	32.00	50.00	80.00
N	8.00	12.00	18.00	32.00	50.00	80.00

WGOV-FM, Chan. 223, 92.5mc, 7kw, Pearson
(Bonus, unless purchase on FM only, then at 1/3 of AM rate)

VIDALIA, Toombs, 4,885 fam., 79.2% radio, 3,868 radio fam.

WVOP, 250w, 1340kc

D	3.10		8.50	13.50	25.00	30.00
N	3.10		8.50	13.50	25.00	30.00

WAYCROSS, Ware, 8,458 fam., 82.7% radio, 6,994 radio fam.

WAYX, 250w, 1230kc, MBS, Holman, BMB

D	3.00	4.00	10.00	25.00	35.00	60.00
N	3.00	4.00	10.00	25.00	35.00	60.00

WEST POINT, Troup, 13,881 fam., 80.0% radio, 11,104 radio fam.

WRLD, 250w, 1490 kc, ABC, Headley-Reed

D	4.00	4.00	8.00	16.00	24.00	40.00
N	4.00	4.00	8.00	16.00	24.00	40.00

WRLD-FM, Chan. 275, 102.9mc, 10.2kw (For rates consult station management)

For Facts on the Columbus Market
Contact
HEADLEY-REED
Representatives of Radio Station
WDAK

GEORGIA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qu. 1948 ($000)
Appling	14,013	14,497	3,914	3,049	77.9	3,631	4,062	(1) 3,186	(1) 1,121
Atkinson	7,368	7,093	2,058	1,699	82.6	1,280	1,571	(2) 576	(2) 191
Bacon	8,963	8,096	2,503	2,062	82.4	3,247	3,853	(1)	(1
Baker	5,966	7,344	1,666	1,284	77.1	801	731	(3) 622	(3) 171
Baldwin	29,721	24,190	8,301	6,690	80.6	5,552	9,407	(4) 3,556	(4) 1,322
Banks	6,970	8,733	1,946	1,603	82.4	576	523	106	21
Barrow	13,150	13,064	3,673	3,298	89.8	5,054	6,594	2,455	812
Bartow	27,329	25,283	7,633	6,572	86.1	9,100	14,699	4,545	2,351
Ben Hill	14,891	14,523	4,159	3,381	81.3	8,141	10,853	(5) 3,314	(5) 1,172
Berrien	14,004	15,370	3,911	3,183	81.4	4,335	5,085	(6) 1,259	(6) 427
Bibb	113,533	83,783	31,713	25,782	81.3	98,855	89,694	24,647	11,927
Bleckley	9,254	9,655	2,584	2,108	81.6	3,215	3,666	(7) 1,597	(7) 572
Brantley	6,397	6,871	1,786	1,400	78.4	1,055	1,172	379	126
Brooks	18,139	20,497	5,066	3,905	77.1	6,095	6,025	1,142	401
Bryan	5,957	6,288	1,663	1,303	78.4	1,487	2,140	(8) 508	(8) 215
Bulloch	24,856	26,010	6,943	5,505	79.3	13,499	12,435	1,492	526
Burke	23,469	26,520	6,555	4,857	74.1	7,486	6,561	1,468	548
Butts	9,133	9,182	2,551	2,158	84.6	3,791	3,400	(9) 3,001	(9) 1,326
Calhoun	9,044	10,438	2,526	1,957	77.5	3,071	2,010	(3)	(3
Camden	7,339	5,910	2,050	1,648	80.4	2,559	3,676	903	442
Candler	8,042	9,103	2,246	1,832	81.6	3,952	4,034	(10) 3,264	(10) 1,061
Carroll	34,084	34,156	9,520	8,111	85.2	11,915	14,762	4,598	1,708
Catoosa	15,137	12,199	4,228	3,834	90.7	1,920	3,211	(11) 7,099	(11) 3,364
Charlton	4,825	5,256	1,347	1,087	80.7	1,679	2,211	317	94
Chatham	149,796	117,970	41,842	35,147	84.0	137,360	120,958	34,599	19,637
Chattahoochee	10,970	15,138	3,064	2,530	82.6	448	138	140	50
Chattooga	21,208	18,532	5,924	5,296	89.4	8,093	9,265	5,906	3,513
Cherokee	20,782	20,126	5,805	4,928	84.9	6,989	10,508	3,202	1,787
Clarke	36,448	28,398	10,181	8,653	85.0	33,304	32,919	7,147	3,071
Clay	5,830	7,064	1,628	1,268	77.9	2,207	2,266	(12) 2,150	(12) 694
Clayton	22,017	11,655	6,150	5,356	87.1	2,095	4,243	(13) 1,712	(13) 699
Clinch	6,024	6,437	1,682	1,392	82.8	2,095	1,920	(2)	(2)
Cobb	61,748	38,272	17,248	15,454	89.6	23,940	33,114	7,078	3,056
Coffee	23,998	21,541	6,703	5,221	77.9	9,532	12,774	(1)	(1)
Colquitt	33,933	33,012	9,478	7,525	79.4	15,323	19,009	3,901	1,710
Columbia	9,499	9,433	2,653	2,159	81.4	1,263	1,503	730	204
Cook	12,242	11,919	3,419	2,834	82.9	4,623	4,552	(6)	(6)
Coweta	27,736	26,972	7,747	6,368	82.2	11,853	13,911	5,928	2,651
Crawford	6,083	7,128	1,699	1,340	78.9	1,055	1,343	396	111
Crisp	17,644	17,540	4,928	3,681	74.7	12,524	12,352	(14) 3,216	(14) 1,258
Dade	7,362	5,894	2,056	1,749	85.1	1,008	1,632	(11)	(11)
Dawson	3,707	4,479	1,035	830	80.2	240	474	(15) 2,562	(15) 919
Decatur	23,625	22,234	6,599	5,002	75.8	9,645	9,570	2,098	860
De Kalb	98,862	86,942	27,615	25,792	93.4	38,219	53,285	8,171	3,879
Dodge	17,869	21,022	4,991	3,853	77.2	6,109	6,140	1,412	581
Dooly	14,150	16,886	3,952	3,141	79.5	4,030	4,421	(14)	(14)
Dougherty	42,633	28,565	11,908	9,431	79.2	40,388	38,113	9,517	4,321
Douglas	12,195	10,053	3,406	2,775	81.5	3,167	4,615	1,143	490
Early	17,392	18,679	4,858	3,701	76.2	6,991	6,507	(16) 2,710	(16) 1,420
Echols	2,495	2,964	696	561	80.7	271	248	(17) 225	(17) 93
Effingham	9,120	9,646	2,547	2,070	81.3	2,208	2,484	(8)	(8)
Elbert	18,572	19,618	5,187	4,196	80.9	7,822	8,139	(18) 4,604	(18) 1,946
Emanuel	19,698	23,517	5,502	4,385	79.7	8,605	8,421	1,231	413
Evans	6,645	7,401	1,856	1,514	81.6	3,310	3,680	(10)	(10)
Fannin	15,152	14,752	4,232	3,631	85.8	2,336	5,039	(19) 2,928	(19) 960
Fayette	7,989	8,170	2,231	1,784	80.0	1,454	2,394	(13)	(13)
Floyd	62,917	56,141	17,574	15,640	89.0	45,864	44,711	14,224	7,469
Forsyth	10,995	11,322	3,071	2,542	82.8	1,678	5,785	(15)	(15)
Franklin	14,448	15,612	4,035	3,401	84.3	5,583	6,263	(18)	(18)
Fulton	503,101	392,886	140,531	124,088	88.3	653,346	574,627	173,187	98,960
Gilmer	9,818	9,001	2,742	2,234	81.5	1,936	3,400	(19)	(19)
Glascock	3,595	4,547	1,004	835	83.2	880	564	(20) 2,923	(20) 953
Glynn	29,114	21,920	8,132	6,773	83.3	29,504	22,084	6,412	3,071
Gordon	18,957	18,445	5,295	4,686	88.5	7,551	7,254	2,707	929
Grady	18,919	16,654	5,284	4,174	79.0	7,133	7,274	1,344	520
Greene	12,849	13,709	3,589	2,939	81.9	4,430	5,359	(21) 2,979	(21) 1,052
Gwinnett	32,375	29,087	9,043	7,641	84.5	7,309	12,878	2,378	971
Habersham	16,532	14,771	4,617	3,993	86.5	6,206	7,735	(22) 6,971	(22) 3,142
Hall	40,020	34,822	11,178	9,624	86.1	22,575	33,622	8,277	3,775
Hancock	11,634	12,764	3,249	2,501	77.0	3,326	3,999	(23) 2,690	(23) 876
Haralson	14,680	14,377	4,100	3,538	86.3	5,279	6,390	5,400	2,883
Harris	11,258	11,428	3,144	2,546	81.0	2,191	2,373	576	111
Hart	14,514	15,512	4,054	3,429	84.6	2,511	3,942	(18)	(18)
Heard	6,966	8,610	1,945	1,519	78.1	1,136	1,194	232	56
Henry	15,784	15,119	4,400	3,632	82.4	3,549	4,677	(13)	(13)
Houston	20,904	11,303	5,839	4,653	79.7	4,095	7,020	(24) 3,940	(24) 1,727
Irwin	11,981	12,936	3,321	2,676	80.6	3,215	3,030	(5)	(5)
Jackson	18,987	20,089	5,303	4,412	83.2	6,271	7,940	3,053	1,250
Jasper	7,483	8,772	2,090	1,730	82.8	2,847	2,870	(23)	(23)
Jeff Davis	9,332	8,841	2,606	2,131	81.8	2,511	2,642	(1)	(1)
Jefferson	18,833	20,040	5,260	4,313	82.0	6,349	6,789	1,544	451
Jenkins	10,303	11,843	2,877	2,149	74.7	3,919	3,592	889	268
Johnson	9,900	12,953	2,765	2,167	78.4	3,614	2,622	(25) 438	(25) 146

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

(Continued on page 64)

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GEORGIA RADIO MARKET DATA BY COUNTIES

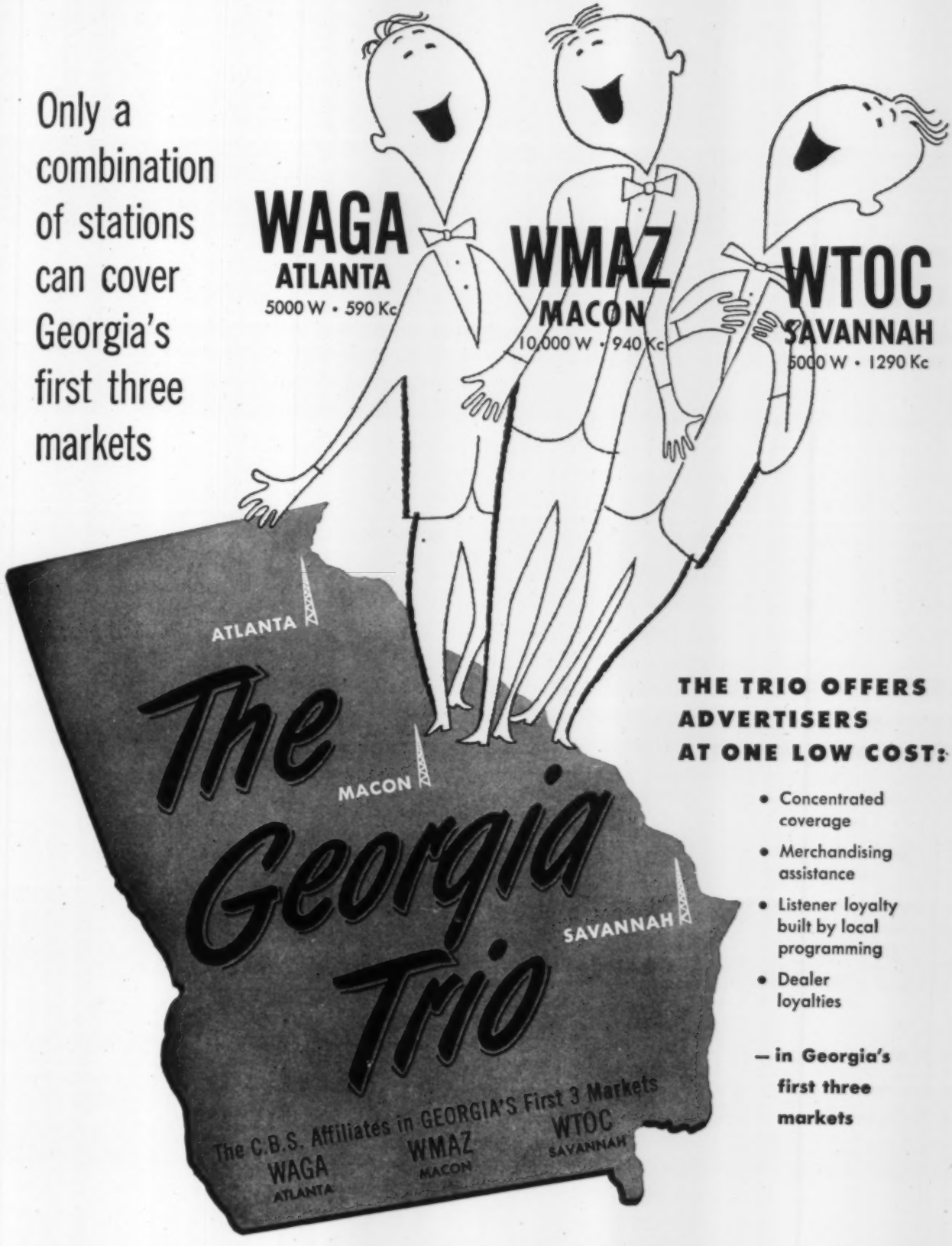
(Continued from page 62)

	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qu. 1948 ($000)
Jones	7,536	8,331	2,105	1,721	81.8	1,233	1,087	463	72
Lamar	9,865	10,091	2,755	2,242	81.4	4,031	3,844	(9)	(9
Lanier	5,168	5,632	1,443	1,176	81.5	1,551	1,644	(17)	(17
Laurens	33,103	33,606	9,246	7,248	78.4	11,452	15,459	2,544	946
Lee	6,680	7,837	1,865	1,400	75.1	1,360	847	(26) 1,140	(26) 42
Liberty	8,467	8,595	2,365	1,863	78.8	2,207	3,453	(27) 1,145	(27) 34
Lincoln	6,492	7,042	1,813	1,457	80.4	1,550	2,520	(28) 2,280	(28) 57
Long	3,552	4,086	992	778	78.5	719	954	(27)	(27
Lowndes	35,216	31,860	9,836	7,780	79.1	20,523	22,272	5,856	2,28
Lumpkin	6,581	6,223	1,838	1,475	80.3	1,087	1,742	(15)	(15
McDuffie	11,445	10,878	3,196	2,524	79.0	3,823	4,796	(20)	(20
McIntosh	6,007	5,292	1,677	1,343	80.1	1,920	1,757	(27)	(27
Macon	14,188	15,947	3,963	3,190	80.5	4,751	5,445	965	294
Madison	12,233	13,431	3,417	2,842	83.2	2,447	2,085	386	124
Marion †	6,516	6,954	1,820	1,415	77.8	1,888	1,575	(29) 1,327	(29) 36
Meriwether	20,589	22,055	5,751	4,658	81.0	5,470	6,637	2,088	966
Miller	9,020	9,998	2,519	1,984	78.8	2,383	2,756	(16)	(16
Mitchell	22,473	23,261	6,277	4,714	75.1	7,230	9,470	2,172	972
Monroe †	10,540	10,749	2,944	2,399	81.5	4,255	4,187	1,282	382
Montgomery	7,905	9,668	2,208	1,746	79.1	1,921	1,463	(30) 1,473	(30) 40
Morgan	11,819	12,713	3,301	2,663	80.7	3,790	4,752	(21)	(21
Murray	10,702	11,137	2,989	2,582	86.4	2,289	2,370	(19)	(19
Muscogee	118,300	75,494	33,044	27,988	84.7	96,816	96,591	34,313	16,812
Newton	20,236	18,576	5,652	4,826	85.4	7,133	10,510	(31) 5,492	(31) 2,422
Oconee	7,005	7,576	1,956	1,594	81.5	689	883	(32) 1,064	(32) 312
Oglethorpe	9,946	12,430	2,778	2,236	80.5	2,192	1,691	(32)	(32
Paulding †	11,733	12,832	3,277	2,739	83.6	2,446	2,617	695	222
Peach	11,693	10,378	3,266	2,364	72.4	5,470	6,558	(24)	(24
Pickens	8,818	9,136	2,463	2,130	86.5	2,814	4,329	(15)	(15
Pierce	11,097	11,800	3,099	2,510	81.0	4,512	3,871	551	162
Pike	8,437	10,375	2,356	1,917	81.4	1,919	1,385	(9)	(9
Polk	30,637	28,467	8,557	7,521	87.9	13,067	16,012	7,975	3,872
Pulaski	8,793	9,829	2,456	1,851	75.4	4,399	4,762	(7)	(7
Putnam	7,718	8,514	2,155	1,756	81.5	3,439	3,504	(23)	(23
Quitman	3,014	3,435	841	623	74.1	431	410	(12)	(12
Rabun	7,239	7,821	2,022	1,668	82.5	3,023	3,142	(22)	(22
Randolph	14,109	16,609	3,941	2,971	75.4	5,087	5,678	(12)	(12
Richmond	102,275	81,863	28,568	23,454	82.1	90,387	88,942	22,736	10,964
Rockdale	8,580	7,724	2,396	2,027	84.6	2,959	3,427	(31)	(31
Schley	4,038	5,033	1,127	710	63.0	1,280	1,082	(29)	(29
Screven	17,742	20,353	4,955	3,745	75.6	5,678	4,655	958	309
Seminole	7,896	8,492	2,205	1,759	79.8	3,199	3,975	(16)	(16
Spalding	30,961	28,427	8,648	7,471	86.4	18,330	21,655	9,270	4,529
Stephens	16,602	12,972	4,637	3,895	84.0	6,319	9,120	(22)	(22
Stewart	9,237	10,603	2,580	2,017	78.2	3,326	2,992	(29)	(29
Sumter	24,191	24,502	6,757	5,128	75.9	11,134	14,458	2,834	1,062
Talbot	7,551	8,141	2,109	1,623	77.0	1,615	1,514	(33) 1,326	(33) 336
Taliaferro	4,512	6,278	1,176	923	78.5	1,087	970	(28)	(28
Tattnall	15,880	16,243	4,435	3,658	82.5	4,479	5,181	(10)	(10
Taylor	9,229	10,768	2,577	2,071	80.4	3,215	3,112	(33)	(33
Telfair	13,239	15,145	3,698	2,991	80.9	4,911	5,629	(30)	(30
Terrell	14,320	16,675	4,000	2,948	73.7	5,360	6,186	(26)	(26
Thomas	33,888	31,289	9,456	7,583	80.2	17,050	19,020	4,926	1,972
Tift	22,607	18,599	6,314	5,044	79.9	12,636	14,960	2,816	1,077
Toombs	17,490	16,952	4,885	3,868	79.2	8,094	12,502	(10)	(10
Towns	4,789	4,925	1,337	1,111	83.1	448	884	(22)	(22
Treutlen	6,513	7,632	1,819	1,435	78.9	2,270	1,875	(25)	(25
Troup	49,694	43,879	13,881	11,104	80.0	38,622	37,844	14,777	7,662
Turner	10,490	10,846	2,930	2,393	81.7	4,032	4,222	(5)	(5
Twiggs	8,323	9,117	2,324	1,770	76.2	1,231	1,073	(24)	(24
Union	7,325	7,680	2,046	1,606	78.5	688	1,605	(19)	(19
Upson	24,991	25,064	6,980	5,870	84.1	10,285	14,307	7,219	4,110
Walker	38,224	31,024	10,677	9,619	90.1	9,452	15,765	(11)	(11
Walton	20,230	20,777	5,650	4,785	84.7	8,125	9,650	2,723	1,118
Ware	30,282	27,929	8,458	6,994	82.7	25,947	22,720	3,881	1,589
Warren	8,792	10,236	2,455	2,072	84.4	2,638	2,685	(20)	(20
Washington	21,081	24,230	5,888	4,516	76.7	7,327	7,097	2,020	772
Wayne	14,306	13,122	3,996	3,172	79.4	5,310	6,834	1,376	573
Webster	4,106	4,726	1,146	8,789	76.7	753	353	(29)	(29
Wheeler	6,528	8,535	1,823	1,482	81.3	1,199	1,384	(30)	(30
White	5,953	6,417	1,662	1,352	81.4	800	1,346	(22)	(22
Whitfield	34,465	26,105	9,627	8,750	90.9	17,739	20,027	8,603	3,877
Wilcox	10,158	12,755	2,837	2,283	80.5	2,814	2,303	(5)	(5
Wilkes	12,403	15,084	3,464	2,584	74.6	5,198	5,715	(28)	(28
Wilkinson	9,785	11,025	7,974	6,498	81.5	2,768	2,701	(4)	(4
Worth	19,401	21,374	5,419	4,297	79.3	4,431	4,471	706	272

(1) Includes Appling, Bacon, Coffee and Jeff Davis Counties. (2) Includes Atkinson and Clinch Counties. (3) Includes Baker and Calhoun Counties. (4) Includes Baldwin and Wilkinson Counties. (5) Includes Ben Hill, Irwin, Turner and Wilcox Counties. (6) Includes Berrien and Cook Counties. (7) Includes Beckley and Pulaski Counties. (8) Includes Bryan and Effingham Counties. (9) Includes Butts, Lamar and Pike Counties. (10) Includes Candler, Evans, Tattnall and Toombs Counties. (11) Includes Catoosa, Dade and Walker Counties. (12) Includes Clay, Quitman and Randolph Counties. (13) Includes Clayton, Fayette and Henry Counties. (14) Includes Crisp and Dooley Counties. (15) Includes Dawson, Forsyth, Lumpkin and Pickens Counties. (16) Includes Early, Miller and Seminol Counties. (17) Includes Echols and Lanier Counties. (18) Includes Elbert, Franklin and Hart Counties. (19) Includes Fannin, Gilmer, Murray and Union Counties. (20) Includes Glascock, McDuffie and Warren Counties. (21) Includes Greene and Morgan Counties. (22) Includes Habersham, Rabun, Stephens, Towns and White Counties. (23) Includes Hancock, Jasper and Putnam Counties. (24) Includes Houston, Peach and Twiggs Counties. (25) Includes Johnson and Treutlen Counties. (26) Includes Lee and Terrell Counties. (27) Includes Liberty, Long and McIntosh Counties. (28) Includes Lincoln, Taliaferro and Wilkes Counties. (29) Includes Marion, Schley, Stewart and Webster Counties. (30) Includes Montgomery, Telfair and Wheeler Counties. (31) Includes Newton and Rockdale Counties. (32) Includes Oconee and Oglethorpe Counties. (33) Includes Talbot and Taylor Counties.

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce

Only a combination of stations can cover Georgia's first three markets



THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

— in Georgia's first three markets

Represented, individually and as a group, by

THE KATZ AGENCY, INC. New York • Chicago • San Francisco • Dallas Atlanta • Detroit • Kansas City • Los Angeles

MARKET INDICATORS FOR GEORGIA

CLASSIFICATIONS		FIGURES	YR.	FIGURES	YR.
Population		3,418,120	'50	3,123,723	'40
% of U. S.		2.28%	'50	2.36%	'40
Families		954,782	'50	756,280	'40
Percent Radio		83.4%	'49	72.7%	'46
Radio Families		796,288	'50	576,000	'46
Retail Sales	$	2,050,064,000	'49	2,086,256,000	'48
Retail Trade Employes		120,378	'48	83,346	'39
Wholesale Sales Volume	$	3,144,709,000		806,200,000	'39
Wholesale Trade Employes		43,136	'48	25,361	'39
Employment (Mid-March)		613,613	'48	590,397	'47
Taxable Payrolls (1st quarter)	$	306,340	'48	269,709,000	'47
Income	$	3,076,000,000	'48	986,000,000	'[illegible]
Percent distribution		1.49%	'48	1.30%	'[illegible]
Per Capita Income		$971	'48	315	'[illegible]
Percent of national per capita income		69%	'48	55%	'[illegible]
New Construction (Private)	$	251,800,000	'49	56,900,000	'[illegible]
Residential	$	121,400,000	'49	29,200,000	'[illegible]
Non-Residential	$	49,700,000	'49	12,500,000	'[illegible]
Value added by Manufacture	$	399,820,000	'47	280,032,000	'[illegible]
Automobile Registration		792,391	'49	716,287	'[illegible]
Telephones		499,800	'49	316,900	'[illegible]

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

IDAHO

MARKET INDICATORS FOR IDAHO

CLASSIFICATIONS		FIGURES	YR.	FIGURES	YR.
Population		586,037	'50	524,873	'40
% of U. S.		0.39%	'50	0.40%	'40
Families		163,697	'50	145,120	'40
Percent Radio		97.3%	'49	92.4%	'46
Radio Families		159,277	'50	131,000	'46
Retail Sales	$	569,202,000	'49	581,976,000	'48
Retail Trade Employes		26,051	'48	17,499	'39
Wholesale Sales Volume	$	422,058,000	'48	105,500,000	'39
Wholesale Trade Employes		8,862	'48	5,821	'39
Employment (Mid-March)		81,388	'48	80,324	'47
Taxable Payrolls (1st quarter)	$	48,535,000	'48	42,841,000	'47
Income	$	734,000,000	'48	232,000,000	'40
Percent distribution		0.36%	'48	0.31%	'40
Per Capita Income		$1,252	'48	440	'40
Percent of national per capita income		89%	'48	77%	'40
New Construction (Private)	$	43,700,000	'47	13,600,000	'39
Residential	$	14,800,000	'47	4,900,000	'39
Non-Residential	$	11,700,000	'48	1,200,000	'39
Value added by Manufacture	$	109,694,000	'47	29,788,000	'39
Automobile Registration		243,749	'49	221,983	'48
Telephones		123,400	'49	83,200	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

* * *

SPOT RATE FINDER

BOISE, Ada, 19,645 fam., 97.8% radio, 19,212 radio fam.

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	5.50	6.40	9.33	20.00	30.00	50.00
N	10.50	11.83	19.33	38.66	58.00	96.60

KDSH, 5kw, 950kc, CBS, Free & Peters, Hooper

D	5.00	6.50	10.00	20.00	30.00	50.00
N	10.00	12.50	20.00	40.00	60.00	100.00

KGEM, 10kw, 1140kc, ABC, Hollingbery

D	4.00	5.20	8.00	16.00	24.00	40.00
N	6.50	8.00	14.00	28.00	42.00	70.00

KIDO, 2.5kw-D, 1kw-N, 1380kc (CP 5kw, 630kc) NBC, Blair, Hooper, BMB

D	7.50	7.50	12.00	24.00	36.00	60.00
N	15.00	15.00	24.00	48.00	72.00	120.00

BURLEY, Cassia, 4,022 fam., 97.0% radio, 3,901 radio fam.

KBIO, 250w, 1230kc, Cooke

D	4.00	4.00	6.00	8.00	12.00	20.00
N	6.00	6.00	9.00	12.00	18.00	30.00

CALDWELL, Canyon, 14,761 fam., 97.3% radio, 14,362 radio fam.

KCID, 250w, 1490kc

D	3.00	4.00	6.75	9.00	17.00	30.00
N	4.00	5.00	10.50	17.00	30.00	50.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

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COEUR D'ALENE, Kootenai, 6,952 fam., 96.9% radio, 6,736 radio fam.

KVNI, 250w, 1240kc, MBS, Hollingbery

	SB	1M	5M	15M	30M	1 Hr
D		6.00	10.00	16.00	24.00	40.00
N		9.00	15.90	24.00	36.00	60.00

IDAHO FALLS, Bonneville, 8,325 fam., 97.1% radio, 8,083 radio fam.

2 AM affiliates, average 1-time rate

D		6.35	10.75	20.00	30.00	50.00
N		9.50	17.50	32.00	48.00	80.00

KID, 5kw-D, 500w-N, 1350kc, MBS Avery-Knodel, Conlan

D	6.00	7.50	13.50	24.00	36.00	60.00
N	9.00	11.00	21.00	36.00	54.00	90.00

KIFI, 250w, 1400kc, ABC, Hollingbery

D		5.20	8.00	16.00	24.00	40.00
N		8.00	14.00	28.00	42.00	70.00

LEWISTON, Nez Perce, 6,299 fam., 96.8% radio, 6,097 radio fam.

KRLC, 1kw, 1350kc, MBS, Grant, BMB

D	6.00	7.20	12.00	19.20	28.80	48.00
N	8.00	9.60	16.00	25.60	38.00	64.00

MOSCOW, Latah, 5,839 fam., 98.2% radio, 5,738 radio fam..

KRPL, 250w, 1400kc, Biddick, BMB, Conlan

D	2.50	3.00	6.00	10.00	18.00	30.00
N	3.00	4.00	8.00	15.00	22.00	35.00

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* * *

NAMPA, Canyon, 14,761 fam., 97.3% radio, 14,362 radio fam.

KFXD, 1kw, 580kc, MBS, Avery-Knodel Hooper

	SB	1M	5M	15M	30M	1 Hr
D	10.00	10.00	12.00	24.00	36.00	60.00
N	12.00	12.00	16.00	32.00	48.00	80.00

KFXD-FM, Chan. 270, 101.9mc, 2.5kw, Bonus

* * *

IDAHO RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr 1948 ($000)
Ada	70,330	50,401	19,645	19,212	97.8	89,339	65,530	14,455	9,070
Adams	3,320	3,407	927	893	96.4	1,884	2,114	277	160
Bannock	41,214	34,759	11,512	11,258	97.8	46,273	42,289	6,499	3,634
Bear Lake	6,825	7,911	1,906	1,877	98.5	6,616	6,446	354	158
Benewah	6,120	7,332	1,709	1,661	97.2	4,736	4,959	716	344
Bingham	23,278	21,044	6,502	6,352	97.7	14,651	17,566	1,303	614
Blaine	5,333	5,295	1,489	1,456	97.8	6,766	5,837	581	390
Boise	1,758	2,333	491	468	95.4	1,211	964	243	131
Bonner	14,823	15,667	4,140	3,953	95.5	10,387	8,257	1,789	992
Bonneville	29,804	25,697	8,325	8,083	97.1	38,294	42,594	4,369	2,368
Boundary	5,852	5,987	1,634	1,583	96.9	5,182	5,605	464	229
Butte	2,707	1,877	756	741	98.1	1,211	1,551	91	39
Camas	1,075	1,360	300	290	96.8	932	789	64	28
Canyon	52,846	40,987	14,761	14,362	97.3	47,042	18,967	6,147	3,343
Caribou	5,574	2,284	1,556	1,527	98.2	2,516	5,581	236	155
Cassia	14,402	14,430	4,022	3,901	97.0	13,529	13,936	1,981	1,018

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Clark	914	1,005	255	246	96.7	577	656	71	30
Clearwater	8,143	8,243	2,274	2,203	96.9	6,544	5,420	925	537
Custer	3,289	3,549	918	887	96.7	2,740	2,352	163	81
Elmore	6,663	5,518	1,861	1,715	92.2	5,368	6,002	540	406
Franklin	9,749	10,229	2,723	2,687	98.7	7,958	8,348	725	318
Fremont	9,317	10,304	2,602	2,523	97.0	7,400	8,023	493	274
Gem	8,742	9,544	2,441	2,362	96.8	8,779	6,820	800	459
Gooding	10,995	9,257	3,071	2,988	97.3	8,590	11,496	834	395
Idaho	10,960	12,691	3,061	2,969	97.0	9,934	9,572	1,024	503
Jefferson	10,509	10,762	2,935	2,873	97.9	5,742	6,502	426	230
Jerome	12,085	9,990	3,375	3,280	97.2	8,762	11,557	905	491
Kootenai	24,891	22,283	6,952	6,736	96.9	18,807	21,424	2,610	1,509
Latah	20,905	18,804	5,839	5,738	98.2	18,639	16,932	3,649	2,283
Lemhi	6,285	6,521	1,755	1,677	95.6	6,545	5,371	415	221
Lewis	4,212	4,666	1,176	1,147	97.6	4,044	3,749	577	383
Lincoln	4,239	4,230	1,184	1,154	97.5	3,075	2,929	192	80
Madison	9,100	9,186	2,541	2,474	97.4	7,531	9,613	703	330
Minidoka	9,761	9,870	2,726	2,657	97.5	8,147	7,778	641	374
Nez Perce	22,553	18,873	6,299	6,097	96.8	29,361	34,058	5,094	3,139
Oneida	4,380	5,417	1,223	1,203	98.4	2,795	3,933	306	131
Owyhee	6,280	5,652	1,754	1,666	95.0	2,853	4,077	246	96
Payette	11,943	9,511	3,336	3,239	97.1	8,834	9,180	1,068	499
Power	3,976	3,965	1,110	1,078	97.2	3,487	4,002	215	101
Shoshone	22,774	21,230	6,361	6,259	98.4	26,835	21,388	7,426	6,056
Teton	3,185	3,601	889	866	97.5	1,678	2,136	73	34
Twin Falls	40,905	36,403	11,425	11,185	97.9	48,844	49,151	6,167	3,445
Valley	4,245	4,035	1,185	1,148	96.9	4,736	4,649	691	467
Washington	8,549	8,853	2,387	2,315	97.0	10,028	11,320	889	397
Yellowstone Natl. Park									

* * *

POCATELLO, Bannock, 11,512 fam., 97.8% radio, 11,258 radio fam.

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	7.60	6.47	8.83	17.66	26.50	44.16
N	10.00	8.83	13.33	26.66	40.00	66.66

KEIO, 1kw, 1440kc, ABC, Conlan

D	5.20	5.20	8.00	16.00	24.00	40.00
N	8.00	8.00	14.00	28.00	42.00	70.00

KEYY, 250w, 1240kc, MBS, Avery-Knodel

D	4.23	6.50	13.00	19.50	32.50	
N	5.50	10.00	20.00	30.00	50.00	

KSEI, 5kw, 930kc, NBC, Walker, Conlan, BMB

D	10.00	10.00	12.00	24.00	36.00	60.00
N	12.00	12.00	16.00	32.00	48.00	80.00

KSEI-FM, Chan. 243, 96.5mc, 1.8kw, Walker, Bonus

PRESTON, Franklin, 2,723 fam., 98.7% radio, 2,687 radio fam.

KPST, 250w, 1340kc

D	2.40	3.00	6.00	12.00	18.00	30.00
N	4.00	6.00	10.00	20.00	30.00	50.00

SANDPOINT, Bonner, 4,140 fam., 95.5% radio, 3,953 radio fam.

KSPT, 250w, 1400kc

D	2.40	3.60	4.80	9.60	14.40	24.00
N	3.60	5.40	7.20	14.40	21.60	36.00

* * *

TWIN FALLS, Twin Falls, 11,425 fam., 97.9% radio, 11,185 radio fam.

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	5.30	6.66	9.06	17.86	28.20	47.00
N	7.16	8.66	12.85	24.66	39.55	65.91

KLIX, 250w, 1340kc, ABC, Hollingbery, Conlan

D	4.50	5.00	7.20	12.60	21.60	36.00
N	6.50	7.00	8.55	15.00	25.65	42.75

KTFI, 5kw-D, 1kw-N, 1270kc, NBC, Weed, Conlan

D	6.40	8.00	12.00	24.00	36.00	60.00
N	9.00	11.00	16.00	32.00	48.00	80.00

KTFI-FM, Chan. 259, 99.3mc, 3kw, Weed, Bonus

KVMV, 250w, 1450kc, MBS

D	5.00	7.00	8.00	17.00	27.00	45.00
N	6.00	8.00	14.00	27.00	45.00	75.00

WALLACE (Kellogg), Shoshone, 6,361 fam., 98.4% radio, 6,259 radio fam.

KWAL, 1kw, 620kc, MBS

D	3.00	3.50	10.00	15.00	25.00	
N	4.00	4.50	15.00	25.00	35.00	

WEISER, Washington, 2,387 fam., 97.0% radio, 2,315 radio fam.

KWEI, 250w, 1240kc

D	2.10	2.60	3.00	7.30	10.70	17.50
N	2.50	3.00	3.90	7.30	10.70	17.50

ILLINOIS

SPOT RATE FINDER

ALTON, Madison, 51,288 fam., 96.6% radio, 49,544 radio fam.

WOKZ, 1kw-D, 1570kc, Sears & Ayer

	SB	1M	5M	15M	30M	1 Hr
D	6.00	7.50	15.00	30.00	45.00	75.00

WOKZ-FM, Chan. 260, 99.9mc, 9.1kw, Sears & Ayer, Bonus

AURORA, Kane, 41,876 fam., 98.0% radio, 41,038 radio fam.

WBNU (FM), Chan. 280, 103.9mc, 1kw, Sears & Ayer

	SB	1M	5M	15M	30M	1 Hr
D		2.00	5.00	10.00	20.00	40.00
N		2.00	5.00	10.00	20.00	40.00

WMRO, 250w-D, 1280kc

D		5.18	5.75	10.35	20.70	34.50

BELLEVILLE, St. Clair, 57,028 fam., 96.1% radio, 54,803 radio fam.

WIBV, 250w-D, 1060kc, Holman

D	6.00	7.50	15.00	30.00	45.00	75.00

BLOOMINGTON, McLean, 21,305 fam., 97.9% radio, 20,857 radio fam.

WJBC, 250w, 1230kc, ABC, Pearson

D	5.00	5.00	9.00	18.00	30.00	50.00
N	6.50	6.50	14.00	27.00	42.00	70.00

WJBC-FM, Chan. 268, 101.5mc, 15.3kw, Pearson, Bonus

BLUE ISLAND, Cook, 1,260,886 fam., 98.3% radio, 1,239,450 radio fam.

WRBI (FM), Chan. 232, 94.3mc, 1kw

D	1.50	2.00	6.00	12.00	18.00	30.00
N	2.00	2.50	8.00	16.00	24.00	40.00

CAIRO, Alexander, 5,657 fam., 86.2% radio, 4,876 radio fam.

WKRO, 250w, 1490kc, MBS, Pearson

D		6.00	12.00	24.00	36.00	60.00
N		6.00	12.00	24.00	36.00	60.00

CANTON, Fulton, 12,179 fam., 96.5% radio, 11,752 radio fam.

WBYS, 250w-D, 1560kc, Sears & Ayer, Conlan

D	2.00	3.50	7.00	14.00	26.00	35.00
N	2.60	5.00	10.00	20.00	30.00	50.00

WBYS-FM, Chan. 265, 100.9mc, 650kw, Sears & Ayer Bonus-days only

N	2.00	3.50	7.00	14.00	26.00	35.00

CARBONDALE, Jackson, 10,617 fam., 93.4% radio, 9,916 radio fam.

WCIL, 1kw, 1020kc, Conlan, BMB

D	5.00	9.00	12.00	24.00	36.00	60.00
N	6.00	11.00	15.00	30.00	45.00	75.00

WROY

1460 KC. 1000 W.

CARMI, ILLINOIS

"Serving All Southeastern Illinois"

IN THE HEART OF THE RICH TRI-STATE OIL BASIN

- Carmi population up 34%
- Oil Worth $25,000,000 produced annually in White County
- Conlan says 54.4%

NATIONAL REPRESENTATIVES
SEARS & AYER, INC.

CARMI, White, 5,832 fam., 94.0% radio, 5,482 radio fam.

WROY, 1kw-D, 1460kc, Sears & Ayer

	SB	1M	5M	15M	30M	1 Hr
D	3.75	5.55	11.25	19.50	29.25	52.50

CARTHAGE, Hancock, 7,188 fam., 95.4% radio, 6,857 radio fam.

WCAZ, 1kw-D, 990kc, Holman

	SB	1M	5M	15M	30M	1 Hr
D		7.00	20.00	36.00	50.00	80.00

(Continued on page 68)

and now...over a 6-month period...

WCFL Leads in Chicago in Pulse-Rating Gains

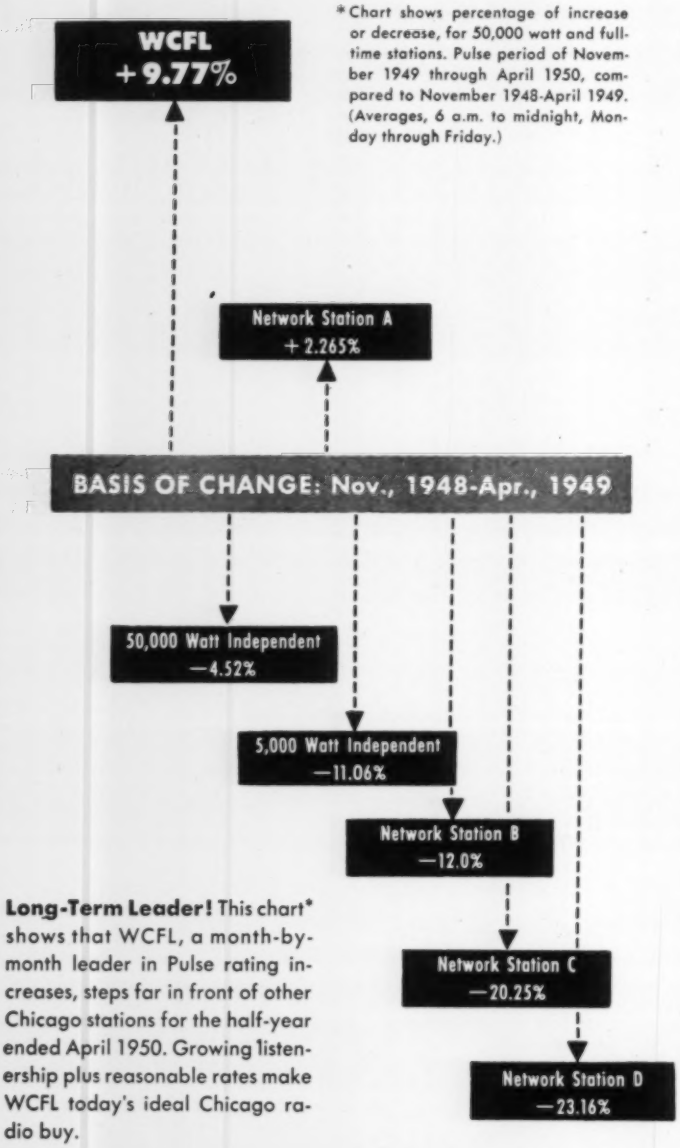


*Chart shows percentage of increase or decrease, for 50,000 watt and full-time stations. Pulse period of November 1949 through April 1950, compared to November 1948-April 1949. (Averages, 6 a.m. to midnight, Monday through Friday.)

Long-Term Leader! This chart* shows that WCFL, a month-by-month leader in Pulse rating increases, steps far in front of other Chicago stations for the half-year ended April 1950. Growing listenership plus reasonable rates make WCFL today's ideal Chicago radio buy.

WCFL

An ABC Affiliate

50,000 watts • 1000 on the dial

The Voice of Labor

666 Lake Shore Drive, Chicago, Ill.

Represented by the Bolling Company, Inc.

ILLINOIS

SPOT RATE FINDER

(Continued from page 67)

CENTRALIA, Marion, 11,594 fam., 93.9% radio, 10,886 radio fam.
WCNT, 1kw-D, 1210kc, Sears & Ayer

	SB	1M	5M	15M	30M	1 Hr
D	3.60	6.00	10.00	20.00	30.00	50.00

WCNT-FM, Chan. 243, 96.5mc, 67kw, Bonus
CHAMPAIGN, Champaign, 29,572 fam., 98.1% radio, 29,010 fam.
WDWS, 250w, 1400kc, CBS, Conlan

D	3.50	5.00	6.66	16.00	24.00	40.00
N	4.50	5.00	10.00	24.00	36.00	60.00

WDWS-FM, Chan. 248, 97.5mc, 10kw, Bonus
CHICAGO, Cook, 1,260,886 fam., 98.3% radio, 1,239,450 radio fam.

4 AM affiliates, average 1-time rate

D	65.37	87.50	114.33	193.50	298.50	497.50
N	126.25	150.00	217.50	369.00	570.00	950.00

10 AM non affiliates, average 1-time rate

D	16.40	17.87	38.27	58.15	94.80	156.80
N	26.00	25.07	49.03	73.18	118.75	196.62

WAAF, 1kw-D, 950kc, Pearson, Pulse

D	10.50	15.00	30.00	55.00	90.00	150.00

WAAF-FM, Chan. 230, 93.9mc, 28kw, Bonus
WAIT, 5kw-D, 820kc, Radio Reps, Hooper

D	12.00	20.00	45.00	72.50	120.00	200.00
N	12.00	20.00	60.00	87.00	144.00	240.00

WBBM, 50kw, 780kc, CBS, Radio Sales

D	87.50	110.00	99.00	198.00	330.00	550.00
N	175.00			396.00	660.00	1100.00

WBBM-FM, Chan. 246, 97.1mc, 13kw
(No data available)
WBIK (FM), Chan. 242, 96.3mc, 19kw
(Does not sell time)
WBKB (TV), Chan. 4, 7.5kw-aur.; 11kw-vis., Weed, Pulse

D	70.00	70.00	141.00	225.00	338.00	563.00
N	105.00	105.00	188.00	300.00	450.00	750.00

WCBD, 5kw, 820kc

D			60.00	87.00	144.00	240.00

(Time sold only to churches)
WCFL, 50kw, 1000kc, Bolling, Pulse

D	13.50	20.00	59.00	90.00	135.00	225.00
N	20.00	30.00	78.00	120.00	180.00	300.00

WCRW, 100w, 1240kc, ST

D				15.00	25.00	40.00
N				15.00	25.00	40.00

(13 time rate)
WEDC, 250w, 1240kc, ST

D	10.00	12.00	24.00	36.00	60.00	
N	14.00	17.00	34.00	51.00	85.00	

WEHS (FM), Chan. 250, 97.9mc, 16kw
(See Cicero, Ill. Listing)
WENR, 50kw, 890kc, ABC, ABC Spot Sales, Hooper, Pulse

D	54.00	90.00	144.00	216.00	324.00	540.00
N	90.00	150.00	240.00	360.00	540.00	900.00

WENR-FM, Chan. 234, 94.7 mc, 25kw, Bonus
WENR-TV, Chan. 7, 14kw-aur.; 25kw-vis., ABC, Spot Sales

D	63.00	63.00	94.00	150.00	225.00	375.00
N	125.00	125.00	188.00	300.00	450.00	750.00

WGES, 5kw, 1390kc

D		16.00	32.50	54.00	90.00	150.00
N		18.00	43.00	72.00	120.00	200.00

WGN, 50kw, 720kc, MBS, Keenan & Eickleberg, Nielsen

D	45.00	75.00		180.00	270.00	450.00
N	90.00	150.00		360.00	540.00	900.00

WGNB (FM), Chan. 254, 98.7mc, 36kw, Bonus
WGN-TV, Chan. 9, 15kw-aur.; 30kw-vis., DuMont

D	52.50	52.50	93.75	150.00	225.00	375.00
N	105.00	105.00	187.00	300.00	450.00	750.00

WIND, 5kw, 560kc, Katz, Pulse

D	16.00	22.00	37.50	63.00	105.00	175.00
N	22.00	30.00	54.00	90.00	150.00	250.00

WJJD, 50kw , 1160kc, Avery-Knodel

D	30.00	30.00	52.00	85.00	143.00	228.00
N	50.00	50.00	72.00	124.00	208.00	338.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

WFMF (FM), Chan. 262, 100.3mc, 33kw

	Sa	1M	5M	15M	30M	1 h
D	10.00	10.00		20.00	30.00	
N	15.00	15.00		30.00	40.00	

WLS, 50kw, 890kc, ST, ABC, Blair, BMB

D	54.00	90.00	162.00	216.00	324.00	
N	90.00	150.00	270.00	360.00	540.00	

WMAQ, 50kw, 670kc, NBC, NBC Spot Sales, Pulse

D	75.00	75.00	90.00	180.00	270.00	
N	150.00	150.00	180.00	360.00	540.00	

WMAQ-FM, Chan. 266, 101.1mc, 24kw,
WNBQ, Chan. 5, 11.8kw-aur.; 21.8kw-vis., NBC, NBC Spot Sales

D	63.00	63.00	94.00	150.00	225.00	
N	125.00	125.00	188.00	300.00	450.00	

WMOR (FM), Chan. 274, 102.7mc, 40kw
WOAK (FM), Chan. 290, 105.9mc, 10kw

D	4.00			16.00	25.00	
N	6.00			24.00	36.00	

WSBC, 250w, 1240kc, ST. Foriae, Pulse

D		10.00	16.50	36.00	60.00	
N		13.50	19.25	43.50	72.00	

WXRT (FM), Chan. 270, 101.9mc, 25kw

D	5.10	8.50	14.00	31.00	51.00	
N	6.00	10.00	16.50	36.00	60.00	

CHICAGO HEIGHTS, Cook, 1,260,886 fam., 98.3% radio, 1,239,450 radio fam.
WCHI (FM), Chan. 240, 95.9mc, 0.40 kw

D	2.20	3.00	5.00	12.00	20.00	
N	2.20	3.00	5.00	12.00	20.00	

CICERO, Cook, 1,260,886 fam., 98.3% radio, 1,239,450 radio fam.
WHFC, 250w, 1450kc

D		8.00	15.00	25.00	43.75	
N		10.00	21.00	37.50	62.50	

WEHS (FM), Chan. 250, 97.9mc, 16kw
(No data available)
CLINTON, DeWitt, 4,708 fam., 96.8% radio, 4,557 radio fam.
WHOW, 1kw-D, 1520kc, Holman

D	5.00	6.00	12.00	24.00	36.00	

DANVILLE, Vermilion, 24,123 fam., 96.3% radio, 23,230 radio fam.
WDAN, 250w, 1490kc, CBS, McKinney, Conlan

D	5.00	5.00	10.00	20.00	30.00	
N	6.00	6.00	15.00	30.00	45.00	

DECATUR, Macon, 28,009 fam., 97.8% radio, 27,372 radio fam.
WDZ, 1kw-D, 1050kc, Free & Peters, BMB

D	6.50	9.00	12.00	24.00	36.00	

WSOY, 250w, 1340kc, CBS, Weed, Conlan, BMB

D	4.50	5.50	9.00	18.00	30.00	
N	6.50	8.00	13.00	26.00	45.00	

WSOY-FM, Chan. 271, 102.1mc, 32kw, Weed, Bonus
DE KALB, De Kalb, 11,359 fam., 98.3% radio, 11,165 radio fam.
WLBK, 500w-D, 1360kc, Ra-Tel

D	5.54	5.54	9.65	19.34	33.16	

EAST ST. LOUIS, St. Clair, 57,028 fam., 98.1% radio, 54,803 radio fam.
WTMV, 250w, 1490kc, Weed

D	8.00	12.00	20.00	40.00	60.00	
N	12.00	18.00	30.00	60.00	90.00	

WTMV-FM, Chan. 273, 102.5mc, 32.3kw, Bonus
EFFINGHAM, Effingham, 6,037 fam., 95.3% radio, 5,753 radio fam.
WCRA, 250w-D, 1090kc

D	3.00	3.85	7.66	16.00	25.70	

ELGIN, Kane, 41,876 fam., 98.0% radio, 41,038 radio fam.
WRMN, 500w-D, 1410kc, McGillvra

D	7.00	8.00	15.00	30.00	45.00	

ELMWOOD PARK, Cook, 1,260,886 fam., 98.3% radio, 1,239,450 radio fam.
WLEY (FM), Chan. 296, 107.1mc, 1kw

D	1.00	2.50	4.50	12.50	20.00	
N	1.00	3.00	6.00	15.00	25.00	

EVANSTON, Cook, 1,260,886 fam., 98.3% radio, 1,239,450 radio fam.
WEAW (FM), Chan. 286, 105.1mc, 36kw

D	4.00	6.00	8.00	18.00	24.00	
N	6.00	9.00	12.00	24.00	36.00	

WNMP, 1kw D, 1590kc, Hooper

D	10.00	12.50	15.00	22.50	45.00	
N	10.00	12.50	15.00	22.50	45.00	

(Continued on page 70)

5TH IN LISTENER PREFERENCE IN CHICAGO

From an independent survey by one of America's largest universities in an area covering over 60% of Chicago's purchasing power.

WNMP 1000 WATTS

EVANSTON AND GREATER CHICAGO

COVERING a Metropolitan Area of 100,273 1950 census

WSOY

DECATUR

(Since 1925)

CBS

(Plus the Biggest FM Station in Downstate Illinois)

National Representatives: Weed & Company

WGN reaches more homes one or more times a week than any other Chicago Station*

	DAY	NIGHT
WGN	**2,850,220**	**3,091,940**
Station B	2,590,120	2,789,190
Station C	2,443,470	2,540,440
Station D	2,404,840	2,691,441

*1949 BMB

A Clear Channel Station...
Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.

West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

WKAN

KANKAKEE, Illinois

SERVING 758,372 radio homes in the rich industrial and agricultural areas of Northeastern Illinois and Northwest Indiana.

1,000 w **1320 kc**

ILLINOIS

SPOT RATE FINDER

(Continued from page 68)

FREEPORT, Stephenson, 11,579 fam., 97.6% radio, 11,301 radio fam.

WFJS (FM), Chan. 273, 102.5mc, 9kw

	SB	1M	5M	15M	30M	1 Hr
D	1.50	3.00	4.56	9.30	18.36	36.72
N	2.50	4.50	6.74	13.80	25.50	51.00

WFRL, 1kw-D, 1570kc, Sears & Ayer, Conlan, BMB

D	5.90	9.00	19.00	33.00	55.00

GALESBURG, Knox, 15,125 fam., 97.0% radio, 14,671 radio fam.

WGIL, 250w, 1400kc, Rambeau

D	7.15	7.15	11.20	22.40	33.60	56.00
N	8.25	8.25	15.00	30.00	45.00	75.00

HARRISBURG, Saline, 9,298 fam., 94.1% radio, 8,749 radio fam.

WEBQ, 250w, 1240kc

D	4.00	5.00	10.00	20.00	35.00	60.00
N	4.00	5.00	10.00	20.00	35.00	60.00

WEBQ-FM, Chan. 260, 99.9mc, 4.2kw

D	2.75	3.50	6.75	13.50	23.50	40.00
N	2.75	3.50	6.75	13.50	23.50	40.00

HERRIN, Williamson, 13,468 fam., 94.4% radio, 12,713 radio fam.

WJPF, 250w, 1340kc, MBS, Pearson

D	6.00	7.50	10.00	20.00	35.00	60.00
N	6.00	7.50	10.00	20.00	35.00	60.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

For Facts on the Peoria Market Contact
HEADLEY-REED
Representatives of Radio Station
WEEK

WJPF-FM, Chan. 253, 98.5mc, 550w, Pearson

	SB	1M	5M	15M	30M	1 Hr
D	2.00	2.50	3.33	6.67	11.67	20.00
N	2.00	2.50	3.33	6.67	11.67	20.00

JACKSONVILLE, Morgan, 9,916 fam., 95.8% radio, 9,499 radio fam.

WLDS, 1kw D, 1180kc, Holman

D	5.00	6.00	10.00	20.00	30.00	50.00

WLDS-FM, Chan. 263, 100.5mc, 7kw, Holman, Bonus

JOLIET, Will, 37,561 fam., 98.2% radio, 36,884 radio fam.

WJOL, 250w, 1340kc, McGillvra, Conlan

D	5.40	5.40	9.70	21.60	36.00	60.00
N	5.40	5.40	9.70	21.60	36.00	60.00

KANKAKEE, Kankakee, 20,503 fam., 98.2% radio, 20,133 radio fam.

WKAN, 1kw-D, 1320kc, Holman

D	3.00	6.00	9.00	20.00	38.00	70.00
N	4.00	8.00	12.00	25.00	48.00	90.00

WKIL (FM), Chan. 264, 100.7mc, 70kw, Holman (Bonus daytime only)

N	1.00	2.00	8.40	9.00	16.00	30.00

W L B H

Mattoon-Charleston, Ill.

15% Pop. Increase

110,000 Radio Families

in .5 mv/m Primary

BMB — 9 Counties

Complete coverage of the productive East — Central Illinois Market.

WLBH • WLBH-FM

J. R. Livesay, Pres. Mgr.

Hal Holman—Nat'l. Rep.

LASALLE, LaSalle, 27,998 fam., 97.8% radio 27,382 radio fam.

WFMX (FM), Chan. 264, 100.7mc, 73kw (No rates available)

WLPO, 250w-D, 1220kc

D	4.80	6.00	10.80	21.60	36.00	60.00

LINCOLN, Logan, 8,546 fam., 97.2% radio, 8,306 radio fam.

WPRC, 500w, 1370kc

D	4.00	5.00	8.00	15.00	25.00	40.00
N	5.00	5.50	12.00	20.00	30.00	50.00

LITCHFIELD, Montgomery, 8,815 fam., 95.3% radio, 8,400 radio fam.

WSMI, 1kw-D, 1540kc

D	4.00	5.00	7.50	15.00	25.00	40.00

MACOMB, McDonough, 7,858 fam., 96.4% radio, 7,575 radio fam.

WKAI, 250w-D, 1510kc, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.50	6.50	13.00	26.00	39.00	65.00

MARION, Williamson, 13,468 fam., 94.4% radio, 12,713 radio fam.

WGGH, 500w-D, 1150kc, Sears & Ayer

D	5.00	8.50	15.00	25.00	45.00

MATTOON, Coles, 11,326 fam., 96.3% radio, 10,906 radio fam.

WLBH, 250w-D, 1170kc, Holman, Conlan

D	4.00	6.50	9.00	18.00	33.00	55.00

WLBH-FM, Chan. 245, 96.9mc, 23kw, Holman

D	2.00	3.00	4.00	7.50	13.00	22.00
N	2.00	3.00	4.00	7.50	13.00	20.00

MOLINE, Rock Island, 37,187 fam., 98.2% radio, 36,517 radio fam.

WQUA, 250w, 1230kc, MBS

D	6.50	8.00	10.00	20.00	30.00	50.00
N	10.00	12.00	20.00	40.00	60.00	100.00

MT. CARMEL, Wabash, 4,081 fam., 95.2% radio, 3,885 radio fam.

WVMC, 500w-D, 1360kc, BMB

D	1.00	3.00	6.00	12.00	18.00	30.00

MT. VERNON, Jefferson, 9,984 fam., 94.1% radio, 9,394 radio fam.

WMIX, 1kw-D, 940kc, Pearson, Conlan

D	6.00	10.00	19.00	30.00	50.00	

WMIX-FM, Chan. 231, 94.1mc, 15.2kw, Pearson (Bonus daytime only)

N	1.75	3.50	7.00	10.50	17.50

OAK PARK, Cook, 1,260,886 fam., 98.3% radio, 1,239,450 radio fam.

WEBS, 250w, 1490kc (No rates available)

WNOI (FM), Chan. 272, 102.3mc, 1kw (No rates available)

WOAK (FM), Chan. 290, 105.9mc, 9.3kw

D	4.00	4.00	16.00	25.00	40.00
N	6.00	6.00	24.00	36.00	60.00

OLNEY, Richland, 4,705 fam., 94.7% radio, 4,455 radio fam.

WVLN, 250-D, 740kc, Holman, Conlan

D	3.00	5.00	8.00	15.00	27.00	45.00

PEKIN, Tazewell, 21,228 fam., 97.8% radio, 20,760 radio fam.

WSIV, 1kw-D, 1140kc, BMB

D	3.75	3.75	7.50	15.00	22.50	37.50

PEORIA, Peoria, 48,573 fam., 97.7% radio, 47,407 radio fam.

3 AM affiliates, average 1-time rate

D	9.33	10.33	12.08	28.16	46.66	77.66
N	16.66	18.66	28.16	56.33	93.00	155.00

WEEK, 1kw, 1350kc, NBC, Headley-Reed, Hooper

D	9.00	9.00	13.50	27.00	45.00	75.00
N	16.00	16.00	27.00	54.00	90.00	150.00

WIRL, 5kw, 1290kc, ABC, Avery-Knodel, Hooper, BMB

D	9.00	9.00	12.50	25.00	42.00	70.00
N	14.00	14.00	25.00	50.00	84.00	140.00

FOR A **REAL** SELLING JOB . .

TAKE A

WIRL

WITH US

IN PEORIA

5000 WATTS ABC

Avery-Knodel

WMBD, 5kw, 1470kc, CBS, Free & Peters, Hooper, BMB

	SB	1M	5M	15M	30M	1 Hr
D	10.00	13.00	16.25	32.50	53.00	85.00
N	20.00	26.00	32.50	65.00	105.00	170.00

WMBD-FM, Chan. 225, 92.5mc, 20kw, Free & Peters, Bonus

WMMJ, 1kw-D, 1020kc (No rates available)

WWXL, 1kw, 1590kc, Burn-Smith

D	6.25	11.25	22.50	37.50	62.50
N	12.50	22.50	45.00	75.00	125.00

QUINCY, Adams, 18,053 fam., 95.0% radio, 17,150 radio fam.

2 AM affiliates, average 1-time rate

D	10.00	10.00	16.25	31.25	48.00	80.00
N	12.50	12.50	25.00	50.00	75.00	125.00

WGEM, 1kw, 1440kc, ABC, Walker

D	8.00	8.00	12.50	22.50	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WQDI (FM), Chan. 286, 105.1mc, 18kw, Walker, Bonus

WTAD, 1kw, 930kc, CBS, Weed

D	12.00	12.00	20.00	40.00	60.00	100.00
N	15.00	15.00	30.00	60.00	90.00	150.00

WTAD-FM, Chan. 258, 99.5mc, 53kw, West, Bonus

ROCKFORD, Winnebago, 42,520 fam., 98.3% radio, 41,797 radio fam.

WROK, 1kw-D, 500w-N, 1440kc, ABC, H-R Reps., Conlan

D	10.00	10.00	17.00	35.00	55.00	85.00
N	12.00	12.00	22.00	50.00	60.00	120.00

WROK-FM, Chan. 248, 97.5mc, 17kw (No rates available)

ROCK ISLAND, Rock Island, 37,187 fam., 98.2% radio, 36,517 radio fam.

WHBF, 5kw, 1270kc, ABC, Avery-Knodel

D	10.00	12.00	18.00	36.00	54.00	90.00
N	15.00	18.00	36.00	72.00	108.00	180.00

WHBF-FM, Chan. 255, 98.9mc, 37kw, Avery-Knodel, Bonus

WHBF-TV, Chan. 4, 13.6kw-aur., 7.6kw-vis., ABC, CBS, DuMont, Avery-Knodel

D	20.00	20.00	35.00	60.00	90.00	150.00
N	20.00	20.00	50.00	80.00	120.00	200.00

You Can't Cover the Nation's No. 2 Machine Tool Center With an Outside Station!

WROK– AM & FM lead in listening in Rockford Illinois

Conlan Survey—April 16-22, 1950

WROK, an ABC Affiliate, Is Represented Nationally by H-R Representatives, Inc.

MARKET INDICATORS FOR ILLINOIS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	8,696,490	'50	7,897,241	'40
% of U. S.	5.80%	'50	6%	'40
Families	2,429,187	'50	2,216,580	'40
Percent Radio	97.5%	'49	95.7%	'46
Radio Families	2,368,457	'50	2,230,000	'46
Retail Sales	$ 8,219,271,000	'49	8,778,978,000	'48
Retail Trade Employes	438,841	'48	353,486	'39
Wholesale Sales Volume	$18,002,904,000	'48	4,998,800,000	'39
Wholesale Trade Employes	180,055	'48	125,848	'39
Employment (Mid-March)	2,656,340	'48	2,624,340	'47
Taxable Payrolls (1st quarter)	$ 1,880,915,000	'48	1,690,291,000	'47
Income	$15,167,000,000	'48	5,740,000,000	'40
Percent distribution	7.36%	'48	7.57%	'40
Per Capita Income	$1,817	'48	726	'40
Percent of national per capita income	129%	'48	126%	'40
New Construction (Private)	$ 844,400,000	'49	224,800,000	'39
Residential	$ 396,500,000	'49	102,300,000	'39
Non-Residential	$ 223,800,000	'49	48,300,000	'39
Value added by Manufacture	$ 6,680,137,000	'47	2,187,240,000	'39
Automobile Registration	2,414,354	'49	2,222,953	'48
Telephones	2,817,100	'49	2,171,600	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

yardsticks cost money!

1. Not the kind that a store hands out as a premium but the accepted yard-sticks of radio. WTAX supplies them to its customers because it WANTS them to have the facts on Springfield.

2. Hooperatings — Conlan Studies — BMB — and independent engineering field measurements.

WTAX is First in audience—First in coverage!

3. To reach this rich market of 438,800 Central Illinois residents spending more than $400,000,000 annually in retail sales, you need

WTAX
AND WTAX-FM
CBS in Springfield, Illinois

SPRINGFIELD, Sangamon, 36,309 fam., 97.3% radio, 35,328 radio fam.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	10.00	19.00	30.00	50.00
N	10.00	10.00	15.50	32.00	48.00	80.00

WCVS, 250w, 1450kc, ABC, Sears & Ayer, Hooper

D	6.00	6.00	10.00	19.00	30.00	50.00
N	10.00	10.00	15.00	32.00	48.00	80.00

WCVS-FM, Chan. 275, 102.9mc, 25 kw, Sears & Ayer, (Bonus)

WMAY, 1kw-D, 500w-N, 970kc, H-R Reps.

D	8.00	8.00	15.00	30.00	45.00	70.00
N	12.00	12.00	20.00	40.00	65.00	100.00

WTAX, 250w, 1240kc, CBS, Weed, Conlan, Hooper, BMB

D	6.00	6.00	10.00	19.00	30.00	50.00
N	10.00	10.00	16.00	32.00	48.00	80.00

WTAX-FM, Chan. 279, 103.7mc, 6.7kw, Weed, Bonus

ST. CHARLES, Kane, 41,876 fam., 98.0% radio, 41,038 radio fam.

WEXI (FM), Chan. 292, 106.3mc, 0.25kw

D	1.00	3.00	4.75	9.50	14.00	24.00
N	1.50	3.95	6.30	12.60	18.90	31.50

STERLING, Whiteside, 13,736 fam., 97.5% radio, 13,392 radio fam.

WSDR, 100w, 1240kc

D	8.00	10.00	20.00	35.00	60.00
N	8.00	10.90	20.00	35.00	60.00

TAYLORVILLE, Christian, 10,766 fam., 96.1% radio, 10,346 radio fam.

WTIM, 1kw, 1410kc (No rates available)

URBANA, Champaign, 29,572 fam., 98.1% radio, 29,010 radio fam.

WKID, 250-D, 1580kc

D	8.00	11.00	22.00	33.00	55.00

WKID-FM, Chan. 277, 103.3mc, 2.4kw, Bonus

WAUKEGAN, Lake, 49,810 fam., 98.7% radio, 49,162 radio fam.

WKRS, 1kw-D, 1220kc, McGillvra, Conlan

D	5.00	5.00	9.00	17.00	35.00	65.00

WKRS-FM, Chan. 294, 106.7mc, 12kw, Bonus when AM station on air. (Rates below for FM-only service at night)

N	1.50	1.50	3.00	6.00	12.00	24.00

WOODSTOCK, McHenry, 14,082 fam., 98.6% radio, 13,884 radio fam.

WILA (FM), Chan. 221, 92.1mc, 1kw, Continental

D	3.50	4.50	7.50	15.00	22.00	36.00
N	5.75	7.50	12.00	24.00	36.00	60.00

A GAIN!
and a
GAIN!!
and a
GAIN!!!

17.5% Gain in Population

The 1950 census give Rock Island County 133,133, Scott County 99,600. Total for Quad-Cities met. area, 232,733 . . . a gain of 17.5% over 1940 census.

80th Market

215.7% Gain in Retail Sales

1950 Retail Sales — $246,605,000.

A whopping gain for the 68th Market.

387% Gain in Wholesale Sales*

1939 sales of $80,412,000 have jumped to 1949 sales of $288,087,000 for this important market.

For Three Consecutive Years Hooper Rates WHBF Away Out In Front. BUY . . .

METROPOLITAN AREA

Rock Island, Moline, East Moline, Illinois and Davenport, Iowa

* Figures based on Sales Management estimates listing WHBF area as 80th market in population, 68th in retail sales, 54th in Net Effective Buying Income.

WHBF
AM FM TV
Rock Island, Ill.
"The Hub of the Quad-Cities"
LES JOHNSON, General Manager
MAURICE CORKEN, Sales Manager

National Representative—Avery Knodel

ILLINOIS RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qu. 1948 ($00
Adams	64,630	65,229	18,053	17,150	95.0	52,716	60,800	15,282	
Alexander	20,255	25,496	5,657	4,876	86.2	14,272	15,064	3,851	
Bond	14,118	14,540	3,943	3,686	93.5	7,135	10,875	1,267	
Boone	17,029	15,202	4,756	4,684	98.5	12,844	16,032	3,241	
Brown	7,117	8,053	1,987	1,867	94.0	4,282	6,364	1,164	
Bureau	37,601	37,600	10,503	10,250	97.6	23,549	32,251	4,099	
Calhoun	6,877	8,207	1,920	1,800	93.8	2,854	3,826	321	
Carroll	18,924	17,987	5,286	5,148	97.4	12,844	18,785	1,416	
Cass	15,044	16,425	4,202	3,996	95.1	9,989	13,395	2,159	
Champaign	105,871	70,578	29,572	29,010	98.1	89,381	97,067	13,479	
Christian	38,545	38,564	10,766	10,346	96.1	26,403	36,411	6,847	
Clark	17,238	18,842	4,815	4,554	94.6	9,276	13,637	1,645	
Clay	17,580	18,947	4,910	4,659	94.9	11,417	12,142	2,180	
Clinton	22,845	22,912	6,381	6,055	94.9	9,991	14,176	2,553	
Coles	40,550	38,470	11,326	10,906	96.3	32,825	41,984	8,531	
Cook	4,513,973	4,063,342	1,260,886	1,239,450	98.3	4,992,173	5,066,463	1,754,624	
Crawford	21,090	21,294	5,891	5,596	95.0	12,131	16,663	2,939	
Cumberland	10,479	11,698	2,927	2,801	95.7	3,567	4,602	1,094	
De Kalb	40,668	34,388	11,359	11,165	98.3	35,679	43,755	8,538	
De Witt	16,858	18,244	4,708	4,557	96.8	12,844	16,351	1,540	
Douglas	16,686	17,590	4,660	4,515	96.9	11,417	14,902	1,677	
Du Page	153,885	103,480	42,984	42,640	99.2	98,121	108,683	11,495	
Edgar	23,674	24,430	6,612	6,347	96.0	16,412	21,057	3,207	
Edwards	9,033	8,974	2,523	2,376	94.2	3,568	6,797	1,178	
Effingham	21,613	22,034	6,037	5,753	95.3	15,699	23,210	3,556	
Fayette	24,545	29,159	6,856	6,478	94.5	12,844	17,523	2,617	
Ford	15,881	15,007	4,436	4,365	98.4	12,132	15,779	1,820	
Franklin	37,399	53,137	10,446		93.8	28,544	32,992	11,059	
Fulton	43,603	44,627	12,179	11,752	96.5	29,257	34,342	7,250	
Gallatin	9,784	11,414	2,732	2,538	92.9	4,282	6,147	(2)1,445	
Greene	18,791	20,292	5,248	4,922	93.8	9,989	13,235	1,473	
Grundy	19,165	18,398	5,353	5,251	98.1	14,986	17,046	2,984	
Hamilton	12,217	13,454	3,412	3,156	92.5	4,995	5,611	1,111	
Hancock	25,734	26,297	7,188	6,857	95.4	13,559	18,344	2,038	
Hardin	7,497	7,759	2,094	1,941	92.7	2,853	3,154	(2)	
Henderson	8,398	8,949	2,345	2,241	95.6	3,568	5,320	307	
Henry	46,381	43,798	12,955	12,631	97.5	39,928	45,005	8,091	
Iroquois	32,275	32,496	9,015	8,789	97.5	20,694	29,196	2,823	
Jackson	38,009	37,920	10,617	9,916	93.4	22,835	29,394	6,126	
Jasper	12,242	13,431	3,419	3,230	94.5	4,282	7,003	667	
Jefferson	35,745	34,375	9,984	9,394	94.1	22,835	28,670	7,604	
Jersey	15,229	16,636	4,253	3,929	92.4	7,849	9,737	1,448	
Jo Daviess	21,379	19,989	5,971	5,738	96.1	12,844	16,807	1,969	
Johnson	8,707	10,727	2,432	2,239	92.1	3,568	3,675	(2) 492	
Kane	149,918	130,206	41,876	41,038	98.0	155,439	168,395	43,011	
Kankakee	73,403	60,877	20,503	20,133	98.2	61,004	71,670	14,468	
Kendall	12,066	11,105	3,370	3,302	98.0	5,708	9,091	960	
Knox	54,150	52,250	15,125	14,671	97.0	50,685	58,682	10,774	
Lake	178,321	121,094	49,810	49,162	98.7	146,677	160,005	32,342	
La Salle	100,234	97,801	27,998	27,382	97.8	97,014	104,948	28,035	
Lawrence	20,456	21,075	5,713	5,404	94.6	10,704	14,451	2,367	
Lee	36,366	34,604	10,158	9,995	98.4	23,548	29,477	4,657	
Livingston	37,713	38,838	10,534	10,291	97.7	25,690	31,736	3,692	
Logan	30,598	29,438	8,546	8,306	97.2	20,694	24,891	3,374	
McDonough	28,134	26,944	7,858	7,575	96.4	21,408	28,757	4,009	
McHenry	50,416	37,311	14,082	13,884	98.6	36,393	51,787	7,973	
McLean	76,272	73,930	21,305	20,857	97.9	73,432	78,404	15,634	
Macon	100,273	84,693	28,009	27,392	97.8	99,724	105,565	23,197	
Macoupin	43,678	46,304	12,200	11,590	95.0	23,549	32,181	6,520	
Madison	183,612	149,349	51,288	49,544	96.6	142,897	146,348	51,388	
Marion	41,510	47,989	11,594	10,886	93.9	37,106	41,006	7,645	
Marshall	12,997	13,179	3,630	3,586	98.8	8,563	10,515	1,175	
Mason	15,273	15,358	4,266	4,065	95.3	10,704	14,813	1,471	
Massac	13,548	14,937	3,784	3,451	91.2	5,708	7,550	2,093	
Menard	9,605	10,663	2,682	2,555	95.3	5,709	6,569	865	
Mercer	17,336	17,701	4,842	4,687	96.8	9,276	13,531	1,123	
Monroe	13,175	12,754	3,680	3,444	93.6	6,422	9,932	1,364	
Montgomery	31,560	34,499	8,815	8,400	95.3	22,121	27,384	4,914	
Morgan	35,502	36,378	9,916	9,499	95.8	30,640	33,990	5,409	
Moultrie	13,141	13,477	3,670	3,490	95.1	7,850	9,191	1,571	
Ogle	33,281	29,869	9,296	9,082	97.7	20,694	28,617	4,250	
Peoria	173,893	153,374	48,573	47,407	97.6	189,082	190,760	47,958	

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Perry	21,606	23,438	6,035	5,636	93.4	12,843	15,393	3,642	2,578
Piatt	13,915	14,659	3,886	3,781	97.3	7,850	9,939	1,169	512
Pike	22,080	25,340	6,167	5,809	94.2	12,132	14,374	1,886	788
Pope	5,750	7,999	1,606	1,482	92.3	2,141	1,802	(3)	(3)
Pulaski	13,599	15,875	3,798	3,433	90.4	4,994	4,667	1,056	365
Putnam	4,740	5,289	1,324	1,276	96.4	2,141	2,893	197	85
Randolph	31,540	33,608	8,810	8,325	94.5	15,699	23,338	5,746	3,467
Richland	16,845	17,137	4,705	4,455	94.7	10,703	15,683	4,746	2,276
Rock Island	133,133	113,323	37,187	36,517	98.2	124,180	127,706	47,711	32,650
St. Clair	204,161	166,899	57,028	54,803	96.1	147,314	157,784	47,384	30,601
Saline	33,288	38,066	9,298	8,749	94.1	20,695	25,856	5,288	3,532
Sangamon	129,988	117,912	36,309	35,328	97.3	128,488	143,803	36,044	21,401
Schuyler	9,586	11,430	2,677	2,585	96.6	5,708	6,022	(1)	(1)
Scott	7,218	8,176	2,016	1,901	94.3	3,568	5,329	649	236
Shelby	24,360	26,290	6,804	6,504	95.6	11,416	16,034	2,039	963
Stark	8,701	8,881	2,430	2,361	97.2	4,996	6,045	693	317
Stephenson	41,453	40,646	11,579	11,301	97.6	34,965	44,831	9,211	5,936
Tazewell	75,998	58,362	21,228	20,760	97.8	45,282	51,234	30,759	22,205
Union	20,436	21,528	5,708	5,325	93.3	9,276	12,227	2,262	946
Vermillion	86,361	86,791	24,123	23,230	96.3	78,795	83,581	17,825	10,037
Wabash	14,612	13,724	4,081	3,885	95.2	9,991	13,073	3,220	1,944
Warren	21,914	21,286	6,121	5,925	96.8	17,126	22,286	3,005	1,456
Washington	14,428	15,801	4,030	3,759	93.3	6,422	9,336	1,120	451
Wayne	20,885	22,092	5,833	5,442	93.3	9,990	14,615	2,379	1,194
White	20,880	20,027	5,832	5,482	94.0	11,306	15,141	2,569	1,299
Whiteside	49,176	43,338	13,736	13,392	97.5	34,252	44,684	10,156	6,869
Will	134,470	114,210	37,561	36,884	98.2	104,747	112,665	25,913	18,461
Williamson	48,216	51,424	13,468	12,713	94.4	26,402	32,555	7,241	4,328
Winnebago	152,224	121,178	42,520	41,797	98.3	161,331	163,449	58,586	42,929
Woodford	21,230	19,124	5,930	5,799	97.8	12,844	18,115	2,063	881

(1) Includes Brown and Schuyler Counties. (2) Includes Gallatin and Hardin Counties. (3) Includes Johnson and Pope Counties.

WMBD
gives advertisers a
***TRIPLE-PLAY* in PEORIAREA**

A triple play is a bonanza to any ball club; unfortunately only one or two occur a season to gladden the hearts of baseball fans. In PEORIAREA, however, WMBD advertisers get a triple play for their advertising dollar many times a year.

MORE LISTENERS . . .

WMBD delivers a greater share of the audience . . . more listeners in ANY TIME SEGMENT than the next two stations combined!

MORE EXPERIENCE . . .

With 23 years experience, WMBD knows the Peoriarea audience . . . beams the right show to the right people at the right time. High program standards have brought an increasing number of WMBD live shows under national sponsorship.

MORE PROMOTION . . .

To maintain such dominance in a competitive market, WMBD's promotion and merchandising department devotes full time to courtesy announcements, newspaper ads, displays, direct mail and merchandising publications.

AM WMBD FM
PEORIA
CBS Affiliate • 5000 Watts
Free & Peters, Inc., Nat'l. Reps.

INDIANA

MARKET INDICATORS FOR INDIANA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	3,917,904	'50	3,427,796	'40
% of U. S.	2.62%	'50	2.61%	'40
Families	1,094,386	'50	962,340	'40
Percent Radio	96.5%	'49	93.4%	'46
Radio Families	1,056,082	'50	979,000	'46
Retail Sales	$ 3,327,880,000	'49	3,520,507,000	'48
Retail Trade Employes	189,629	'48	129,757	'39
Wholesale Sales Volume	$ 3,204,712,000	'48	847,000,000	'39
Wholesale Trade Employes	45,213	'48	29,087	'39
Employment (Mid-March)	1,027,110	'48	991,101	'47
Taxable Payrolls (1st quarter)	$ 681,055,000	'48	587,564,000	'47
Income	$ 5,494,000,000	'48	1,858,000,000	'40
Percent distribution	2.67%	'48	2.45%	'40
Per Capita Income	$1,403	'48	541	'40
Percent of national per capita income	100%	'48	94%	'40
New Construction (Private)	$ 349,800,000	'49	90,400,000	'39
Residential	$ 158,000,000	'49	38,700,000	'39
Non-Residential	$ 78,300,000	'49	19,800,000	'39
Value added by Manufacture	$ 2,977,508,000	'47	964,746,000	'39
Automobile Registration	1,339,914	'49	1,304,824	'48
Telephones	1,034,300	'49	732,200	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

INDIANAPOLIS

IS KNOWN AS A TEST-MARKET . . .

But Your Product Can Be Assured Of Continued Sales Increases On . . .

WIRE

the RADIO BUY-WORD

in the Indianapolis Area

Nationally Represented by The John E. Pearson Co.

INDIANA

SPOT RATE FINDER

ANDERSON, Madison, 28,993 fam., 97.9% radio, 28,384 radio fam.

WCBC, 1kw-D, 1470kc, Holman, BMB

	SB	1M	5M	15M	30M	1 Hr
D	2.00	8.00	16.00	36.00	48.00	80.00

WCBC-FM, Chan. 292, 106.3mc, 0.38kw, Holman

D	1.33	1.90	3.75	8.85	15.00	27.50
N	1.33	1.90	3.75	8.85	15.00	27.50

WHBU, 250w, 1240kc, ABC, Ra-Tel, Conlan

D	6.00	6.00	10.00	18.00	25.00	40.00
N	8.00	8.00	15.00	25.00	40.00	60.00

BEDFORD, Lawrence, 9,598 fam., 94.1% radio, 9,031 radio fam.

WBIW, 250w, 1340kc, Conlan

D	5.00	4.00	8.00	15.00	25.00	40.00
N	5.00	5.00	12.00	20.00	30.00	50.00

BLOOMINGTON, Monroe, 13,714 fam., 94.2% radio, 12,918 radio fam.

2 AM non-affiliates, average 1-time rate

D	3.50	5.00	9.00	17.50	27.50	47.50
N	3.75	5.50	10.00	20.00	30.00	50.00

WTOM, 250w, 1490kc

D	3.00	4.00	8.00	15.00	25.00	45.00
N	3.50	5.00	10.00	20.00	30.00	50.00

WTTS, 5kw-D, 500w-N, 1370kc, Meeker, Conlan

D	4.00	6.00	10.00	20.00	30.00	50.00
N	4.00	6.00	10.00	20.00	30.00	50.00

WTTV (TV), Chan. 10, 3.1kw-aur., 6.2kw-vis., ABC, CBS, DuMont, NBC, Meeker

D	22.00	22.00	31.25	60.00	90.00	150.00
N	22.00	22.00	31.25	60.00	90.00	150.00

COLUMBUS, Bartholomew, 10,086 fam., 96.2% radio, 9,702 radio fam.

WCSI (FM), Chan. 229, 93.7mc, 71kw, Ra-Tel

D	8.00	8.00	12.00	24.00	36.00	60.00
N	8.00	8.00	12.00	24.00	36.00	60.00

CONNERSVILLE, Fayette, 6,540 fam., 96.6% radio, 6,317 radio fam.

WCNB, 250w-D, 1580kc, Campbell, Burn-Smith

D	3.00	6.00	10.00	20.00	30.00	50.00

WCNB-FM, Chan. 262, 100.3mc, 10kw, Inland, Bonus daytime only

N	4.55	6.82	9.10	18.20	27.30	45.50

CRAWFORDSVILLE, Montgomery, 8,127 fam., 96.6% radio, 7,850 radio fam.

WFMU (FM), Chan. 275, 102.9mc, 13kw, Inland Radio

	SB	1M	5M	15M	30M	1 Hr
D	4.50	7.00	11.40	14.50	28.75	57.00
N	4.50	7.00	11.40	14.50	28.75	57.00

ELKHART, Elkhart, 23,537 fam., 97.2% radio, 22,877 radio fam.

WTRC, 250w, 1340kc, NBC, Burn-Smith, BMB Conlan

D	6.00	6.00	15.00	22.00	33.00	54.00
N	7.50	7.50	18.00	36.00	48.00	80.00

WTRC-FM, Chan. 264, 100.7mc, 33kw, Burn-Smith

D	1.50	1.50	4.00	5.50	8.25	13.50
N	2.00	2.00	4.50	9.00	12.00	20.00

EVANSVILLE, Vanderburgh, 44,231 fam., 95.8% radio, 42,373 radio fam.

3 AM affiliates, average 1-time rate

D	9.16	10.50	20.00	38.00	60.00	100.00
N	11.83	13.16	26.33	49.50	75.66	131.66

WEOA, 250w, 1400kc, CBS, Katz, Hooper

D	6.00	8.00	16.00	32.00	48.00	80.00
N	9.00	10.00	20.00	40.00	60.00	100.00

WGBF, 5kw-D, 1kw-N, 1280kc, NBC, Weed, Hooper

D	12.00	12.00	24.00	48.00	72.00	120.00
N	15.00	15.00	30.00	60.00	80.00	150.00

WMLL (FM), Chan. 233, 94.5mc, 20kw, Transit Radio

D	2.80	2.80	5.60	11.20	16.80	28.00
N	4.00	4.00	8.00	16.00	24.00	40.00

WIKY, 250w-D, 820kc, IMS, Hooper, Conlan

D	6.00	8.00	16.00	32.00	48.00	80.00

WIKY-FM, Chan. 281, 104.1mc, 20kw, IMS Bonus daytime only

N	3.00	4.00	8.00	16.00	24.00	40.00

WJPS, 5kw-D, 1kw-N, 1330kc, ABC, Walker

D	9.50	11.50	20.00	34.00	60.00	100.00
N	11.50	14.50	29.00	48.50	87.00	145.00

FORT WAYNE, Allen, 51,077 fam., 98.3% radio, 50,208 radio fam.

4 AM affiliates, average 1-time rate

D	12.10	12.10	18.62	34.75	40.87	90.62
N	15.62	15.62	31.25	62.50	93.75	153.75

WANE, 250w, 1450kc, CBS, Bolling

D	7.00	7.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WGL, 1kw, 1250kc, NBC Headley-Reed, Hooper, Conlan

D	9.40	9.40	12.50	25.00	37.50	62.50
N	12.50	12.50	25.00	50.00	75.00	125.00

WKJG, 5kw, 1380kc, MBS, Raymer

D	12.00	12.00	20.00	30.00	60.00	90.00
N	15.00	15.00	30.00	60.00	90.00	140.00

WKJG-FM, Chan. 291, 106.1mc, 30kw, Bonus

WOWO, 10kw, 1190kc, ABC, Free & Peters, Hooper

D	20.00	20.00	30.00	60.00	90.00	150.00
N	25.00	25.00	50.00	100.00	150.00	250.00

WOWO-FM, Chan. 241, 96.1mc, 16.5kw, Bonus

GARY, Lake, 102,256 fam., 97.8% radio, 100,006 radio fam.

WGRY, 500w-D, 1370kc (Rates not available)

WWCA, 1kw, 1270kc, Hooper

D	6.00	8.00	18.00	30.00	50.00	84.00
N	8.00	12.00	26.00	43.00	72.00	120.00

HAMMOND, Lake, 102,256 fam., 97.8% radio, 100,006 radio fam.

WJOB, 250w, 1230kc, McGillvra, Conlan, Hooper

D	8.00	10.00	18.00	36.00	54.00	90.00
N	10.00	12.00	24.00	48.00	72.00	120.00

WJIZ (FM), Chan. 222, 92.3mc, 10kw, McGillvra, Bonus

INDIANAPOLIS, Marion, 153,365 fam., 97.5% radio, 149,530 radio fam.

4 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	13.33	15.25	25.66	50.00	77.50	135.00
N	22.75	25.75	48.33	70.00	150.00	257.50

WFBM, 5kw, 1260kc, CBS, Katz, Hooper

D	13.00	15.00	25.00	50.00	75.00	135.00
N	25.00	30.00	50.00	100.00	150.00	270.00

WFBM-TV, Chan. 6, 18.1kw-aur.; 28.2kw-vis., CBS, ABC, DuMont, Katz

D		25.00	37.50	60.00	90.00	150.00
N		40.00	62.50	100.00	150.00	250.00

WIBC, 50kw-D, 10kw-N, 1070kc, MBS

D		18.00	30.00	60.00	90.00	150.00
N	25.00	30.00	60.00	120.00	180.00	300.00

WIRE, 5kw, 1430kc, NBC, Pearson

D	17.00	17.00		48.00	75.00	135.00
N	25.00	25.00		85.00	145.00	260.00

WISH, 5kw-D, 1kw-N, 1310kc, ABC, Free & Peters, Hooper

D	10.00	12.00	22.00	42.00	70.00	120.00
N	16.00	18.00	35.00	75.00	125.00	200.00

WXLW, 1kw, 1590kc, IMS, Hooper

D	5.00	8.00	11.50	23.00	34.50	57.50
N	5.00	8.00	11.50	23.00	34.50	57.50

JASPER, DuBois, 6,640 fam., 93.3% radio, 6,195 radio fam.

WITZ, 1kw-D, 990kc

D	3.00	4.00	8.00	16.50	30.00	50.00

KOKOMO, Howard, 15,191 fam., 97.4% radio, 14,796 radio fam.

WIOU, 1kw, 1350kc, CBS, Weed

D		9.00	14.00	28.00	42.00	70.00
N		12.00	18.00	36.00	54.00	90.00

LAFAYETTE, Tippecanoe, 20,538 fam., 97.5% radio, 20,024 radio fam.

WASK, 250w, 1450kc, MBS, Ra-Tel, Conlan

D	6.00	7.50	16.00	27.00	41.00	68.00
N	7.50	9.00	18.00	28.00	48.00	80.00

WFAM (FM), Chan. 236, 95.1mc, 1.2kw, Ra-Tel

D	2.50		6.00	8.80	11.80	21.80
N	2.50		6.00	8.80	11.80	21.80

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

(Continued on page 76)

AM OR TV
BLOOMINGTON'S
YOUR BEST BUY

WTTS

now 5000 WaTTS, and easily the leading station in the central and southern Indiana area. A regional station, WTTS is located in the heart of the world-famous limestone industry. For complete information, call or write your nearest Robert Meeker office.

WTTV

is a "custom-built" station, built by Tarzian engineers. People in the industry just can't understand how a town the size of Bloomington supports TV. We'd like to tell you more about it. Represented Nationally by

ROBERT MEEKER ASSOCIATES, INC.
New York • Philadelphia
Chicago • San Francisco
Los Angeles

WTTS | WTTV

THE SARKES TARZIAN STATIONS
Bloomington, Indiana

SALES RESULTS AT LOW COST

in

Indiana's Second Largest Wholesale and Retail Market

WIKY EVANSVILLE

AM-820 kc — WIKY-FM
FM-104.1 mc

Represented by:
Independent Metropolitan Sales

Member of:
Associated Independent Metropolitan Stations

16 reasons
WHY
WITZ
Is Southwestern Indiana's Best Buy

COUNTY	1950 CENSUS
Crawford	9,322
Daviess	26,689
Dubois	23,772
Gibson	30,657
Harrison	17,861
Knox	43,313
Lawrence	34,363
Martin	10,752
Orange	16,863
Perry	17,397
Pike	15,015
Posey	19,571
Spencer	16,164
Warrick	21,553
Washington	16,585
Vanderburgh	158,361
* * *	
16 Counties	478,238

By any count it's . . .
WITZ
JASPER, INDIANA
1000 W • 990 KC

IF YOU SELL IN CENTRAL INDIANA . . .
WCBC
belongs on your list

YOU BUY INDIANA'S FIFTH MARKET . . . AND GET ITS FIRST* AS A BONUS.

TWO-THOUSAND LETTERS WEEKLY, received at WCBC, Anderson—**proof** of loyal, **responsive** listenership throughout the WCBC mail pull area of 58 **Indiana counties.** This listener response explains why **more** regional advertisers (including Indianapolis firms) consistently prefer WCBC. Regional advertisers know that WCBC listener loyalty spells **results.** It's the kind of loyalty that means business for **you,** too . . . **at a lower cost per thousand.** Within our half-millivolt coverage area lie 18 rich counties, with a potential audience of 398,410 families. Retail store expenditures average $3080 per year in Madison County.

18 County Market Data (half-millivolt)

Families	398,410
Retail Store Sales	$1,251,096,000
Drug	49,542,000
Gen. Mdse.	151,125,000
Apparel	69,249,000
Food	233,536,000

Market Data—SRDS 1950-51 Consumer Markets
* Includes Indianapolis.

WCBC IS A "TOP" REGIONAL BUY
INDIANA'S FAMILY STATION

Effective merchandising and promotional aid in food, drug and automotive parts field within six-county distribution pattern. Add this to distinctive programming geared to Central Indiana's family taste. Home folks programming . . . catchy hillbilly hits and **sweet** pop ballads (no jazz, no boogie-woogie, no bebop) . . . generous servings of popular gospel music through the day . . . and hourly news and sports from the only full-fledged news department of any independent station in Central Indiana. No wonder WCBC commands **regional loyalty** . . . **pulls regional mail** . . . **gets regional results** as Central Indiana's **best** advertising buy! Ask Hal Holman.

Write, wire or phone collect for latest availability on Central Indiana's low-cost-per-thousand station all day every day.

WCBC
ANDERSON, INDIANA
WM. TRAVIS, General Manager
Represented by HAL HOLMAN

Greatest Buy
in the
Rich Wabash Valley

WTHI

TERRE HAUTE
(Now CBS)
AM and FM
1480 kc 1000 watts
Represented by
The Bolling Co., Inc.

INDIANA

SPOT RATE FINDER

(Continued from page 75)

LAPORTE, LaPorte, 21,429 fam., 98.0% radio, 21,000 radio fam.
WLOI, 250w D, 1540kc

	SB	1M	5M	15M	30M	1 Hr
D			7.20	14.40	21.60	36.00

LOGANSPORT, Cass, 10,801 fam., 97.3% radio, 10,509 radio fam.
WSAL, 250w, 1230kc

D	4.50	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

MARION, Grant, 17,334 fam., 97.6% radio, 16,917 radio fam.
WBAT, 500w-D, 1600kc, Conlan

D	9.00	9.00	18.00	30.00	48.00	80.00

WMRI (FM), Chan. 295, 106.9mc, 34kw, Hoosier, Inland Radio

D	2.40	6.00	12.00	18.00	30.00
N	3.20	8.00	16.00	24.00	40.00

MICHIGAN CITY, LaPorte, 21,429 fam., 98.0% radio, 21,000 radio fam.

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword

WIMS, 1kw-D, 1420kc, Ra-Tel

	SB	1M	5M	15M	30M	1 Hr
D		8.00	17.50	28.00	42.00	70.00

WIMS-FM, Chan. 228, 93.5mc, 1kw, Ra-Tel, Bonus daytime only

N	1.50		5.00	10.00	20.00

MUNCIE, Delaware, 25,164 fam., 97.6% radio, 24,560 radio fam.

WLBC, 250w, 1340kc, CBS, Walker, Conlan

D	6.00	6.00	10.00	20.00	30.00	50.00
N	10.00	10.00	16.00	32.00	48.00	80.00

WMUN (FM), Chan. 281, 104.1mc, 7.4kw

D	6.00	9.00	15.00	
N	8.00	12.00	20.00	

NEW ALBANY, Floyd, 12,263 fam., 95.2% radio, 11,674 radio fam.
WLRP, 1kw-D, 1570kc

D	3.50	5.00	8.00	16.00	24.00	40.00

NEW CASTLE, Henry, 12,690 fam., 97.7% radio, 12,398 radio fam.
WCTW (FM), Chan. 273, 102.5mc, 4kw, Inland Radio

D	3.00	5.00	8.97	17.96	26.93	44.89
N	5.00	8.00	13.60	27.20	40.80	68.00

PORTLAND, Jay, 6,457 fam., 96.7% radio, 6,243 radio fam.

WPGW, 500w-D, 1440kc

	SB	1M	5M	15M	30M	1 Hr
D	3.75	5.00	9.00	17.50	27.50	45.00

RICHMOND, Wayne, 19,139 fam., 97.8% radio, 18,717 radio fam.
WKBV, 250w, 1490kc, MBS, Meeker, Conlan

D	6.00	6.00	10.00	22.50	30.00	50.00
N	7.00	7.00	12.00	26.00	36.00	60.00

SEYMOUR, Jackson, 7,901 fam., 94.6% radio, 7,474 radio fam.
WJCD, 500w-D, 1390kc

D	3.00	5.00	12.00	20.00	35.00

SHELBYVILLE, Shelby, 7,826 fam., 95.8% radio, 7,497 radio fam.
WSRK (FM), Chan. 267, 101.3mc, 5kw, Inland Radio (Rates on request)

SOUTH BEND, St. Joseph, 56,907 fam., 97.7% 55,598, fam.

2 AM affiliates, average 1-time rate

D	10.00	10.00	20.00	35.00	55.00	87.50
N	14.00	14.00	25.00	50.00	75.00	125.00

WHOT, 250w, 1490kc, ABC, Bolling, Hooper

D	7.00	7.00	15.00	25.00	40.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WJVA, 250w-D, 1580kc, Burn-Smith

D	4.00	6.00	10.00	23.00	34.00	57.50

WSBT, 5kw, 960kc, CBS, Raymer, Hooper

D	13.00	13.00	25.00	45.00	70.00	115.00
N	18.00	18.00	30.00	60.00	90.00	150.00

TELL CITY, Perry, 4,859 fam., 91.6% radio, 4,450 radio fam.
WTCJ, 250w, 1230kc

D	4.50	8.00	20.00	35.00	60.00
N	4.50	8.00	20.00	35.00	60.00

TERRE HAUTE, Vigo, 29,310 fam., 95.3% radio, 27,932 radio fam.

2 AM affiliates, average 1-time rate

D	8.00	8.00	16.00	32.00	48.00	80.00
N	11.00	11.00	22.00	44.00	66.00	110.00

WBOW, 250w, 1230kc, NBC, Weed, Conlan

D	8.00	8.00	16.00	32.00	48.00	80.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WBOW-FM Chan. 266, 101.1mc, 20kw, Bonus

WTHI, 1kw, 1480kc, CBS, Bolling, Conlan

D	8.00	8.00	16.00	32.00	48.00	80.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WTHI-FM, Chan. 260, 99.9mc, 3kw, Bolling, Bonus

VINCENNES, Knox, 12,098 fam., 94.9% radio, 11,481 radio fam.
WAOV, 250w, 1450kc, MBS, Pearson

D	3.60	3.60	7.20	14.40	21.60	36.00
N	4.50	4.50	12.00	24.00	36.00	60.00

WARSAW, Kosciusko, 9,179 fam., 96.7% radio, 8,876 radio fam.
WKAM, 250w-D, 1220kc, Holman

D	1.75	3.50	5.50	10.00	18.00	30.00

WRSW (FM), Chan. 297, 107.3mc, 34kw, Campbell

D	6.00	6.00	12.00	24.00	36.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WASHINGTON, Daviess, 7,455 fam., 94.0% radio, 7,007 radio fam.
WFML (FM), Chan. 293, 106.5mc, 14kw, Inland Radio

D	3.00	5.00	8.00	17.00	25.00	42.00
N	4.00	6.00	12.00	24.00	36.00	60.00

DON'T FORGET TO ADD
MISHAWAKA
WHEN YOU STUDY
SOUTH BEND SALES FIGURES!

Saleswise, the two cities of South Bend and Mishawaka are one. They are separated only by a street. Together they form a single, unified market of 160,000 people.

This two-city fact makes a big difference in South Bend's national sales ranking. For example: in 1949, South Bend ranked 85th in the nation in retail sales, with a total of $161,266,000. But, when you cross the street and add Mishawaka's 1949 retail sales, the total jumps to $190,907,000. That figure boosts South Bend-Mishawaka to 72nd place nationally—instead of 85th!

Be sure to add Mishawaka when you count up South Bend sales figures. Remember, too, that these sister cities are just the *heart* of the South Bend market. The *entire* market takes in more than half-a-million people who spent more than half-a-billion dollars for retail purchases in 1949!

WSBT—and only WSBT—covers *all* of this rich and responsive market.

WSBT

Figures from Sales Management's 1950 "Survey of Buying Power"

WSBT
SOUTH BEND
5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Here's Your
Test Market
↓
WTRC ELKHART
(Established 1931)
AM — FM
NBC
National Representatives:
Burn-Smith Co., Inc.

INDIANA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Adams	22,395	21,254	6,255	6,048	96.7	15,435	17,706	3,122	1,800
Allen	182,859	155,084	51,077	50,208	98.3	185,315	193,020	70,062	49,442
Bartholomew	36,109	28,276	10,086	9,702	96.2	26,562	27,131	9,707	5,827
Benton	11,439	11,117	3,195	3,118	97.6	9,333	10,150	860	400
Blackford	13,988	13,783	3,907	3,793	97.1	8,974	12,706	2,907	1,659
Boone	23,950	22,081	6,689	6,501	97.2	17,229	23,042	2,769	1,425
Brown	6,172	6,189	1,724	1,558	90.4	1,436	1,898	88	25
Carroll	15,974	15,410	4,462	4,292	96.2	10,048	11,015	1,676	754
Cass	38,670	36,908	10,801	10,509	97.3	35,337	38,261	7,364	4,039
Clark	48,284	31,020	13,487	12,515	92.8	22,974	24,466	6,591	3,961
Clay	23,912	25,365	6,679	6,304	94.4	13,280	15,467	3,616	2,066
Clinton	29,682	28,411	8,291	8,050	97.1	24,049	26,724	4,573	2,542
Crawford	9,322	10,171	2,603	2,366	90.9	2,514	3,736	604	292
Daviess	26,689	26,163	7,455	7,007	94.0	16,512	19,274	2,466	1,084
Dearborn	25,136	23,053	7,021	6,691	95.3	14,716	19,192	8,041	4,878
Decatur	18,173	17,722	5,076	4,756	93.7	11,845	14,571	1,617	715
DeKalb	26,041	24,756	7,274	7,055	97.0	18,307	20,366	4,512	2,524
Delaware	90,090	74,963	25,164	24,560	97.6	84,221	77,433	26,939	18,610
Dubois	23,772	22,579	6,640	6,195	93.3	12,562	17,668	5,311	2,579
Elkhart	84,266	72,634	23,537	22,877	97.2	78,862	87,219	23,691	15,456
Fayette	23,415	19,411	6,540	6,317	96.6	17,229	20,679	8,438	5,907
Floyd	43,905	35,061	12,263	11,674	95.2	29,469	34,295	8,305	4,350
Fountain	17,799	18,299	4,971	4,777	96.1	12,204	14,017	2,318	1,169
Franklin	16,060	14,412	4,486	4,207	93.8	6,461	7,838	862	376
Fulton	16,523	15,577	4,615	4,471	96.9	11,127	15,345	1,647	765
Gibson	30,657	30,709	8,563	8,117	94.8	16,511	24,394	4,194	2,348
Grant	62,057	55,813	17,334	16,917	97.6	54,276	52,214	15,927	9,241
Greene	27,667	31,330	7,728	7,248	93.8	16,509	17,984	2,574	996
Hamilton	28,431	24,614	7,941	7,694	96.9	18,666	21,719	4,181	2,361
Hancock	20,301	17,302	5,670	5,471	96.5	12,562	14,822	1,891	797
Harrison	17,861	17,106	4,989	4,589	92.0	6,102	8,324	1,003	442
Hendricks	24,560	20,151	6,860	6,626	96.6	11,486	13,125	1,205	516
Henry	45,433	40,208	12,690	12,398	97.7	34,539	34,734	8,351	4,691
Howard	54,384	47,752	15,191	14,796	97.4	51,426	49,339	17,765	11,155
Huntington	31,302	29,931	8,743	8,515	97.4	25,485	26,788	6,636	3,482
Jackson	28,288	26,612	7,901	7,474	94.6	27,281	22,527	5,121	2,529

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

WCSI

FM 71,000 watts AM 250 watts (d)

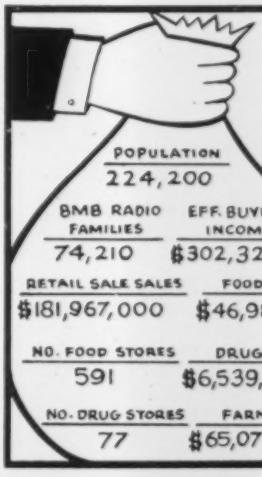
POWER TO SELL

+

BUYERS TO BUY

MEANS BUSINESS FOR YOU

Columbus, Indiana



the KOKOMO *market is rich!*

Distribution of Listening Homes among stations . . .
Latest Conlan Figures . . .
WIOU . . . 67.0%

WIOU 1000 WATTS ON 1350 KC

KOKOMO, INDIANA

Columbia Broadcasting System
National Rep: Weed & Co.

INDIANA RADIO MARKET DATA BY COUNTIES

(Continued from page 77)

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qu. 1948 ($000)
Jasper	17,014	14,397	4,752	4,585	96.5	11,127	13,636	1,111	[illegible]
Jay	23,119	22,601	6,457	6,243	96.7	16,513	17,591	4,709	[illegible]
Jefferson	21,613	19,912	6,037	5,638	93.4	13,640	15,165	2,545	[illegible]
Jennings	15,254	13,680	4,260	3,936	92.4	5,743	7,932	1,133	[illegible]
Johnson	26,261	22,493	7,335	7,012	95.6	20,101	19,494	3,281	[illegible]
Knox	43,313	43,973	12,098	11,481	94.9	36,081	39,863	8,426	[illegible]
Kosciusko	32,864	29,561	9,179	8,876	96.7	25,484	28,742	5,073	[illegible]
Lagrange	15,323	14,352	4,280	4,134	96.6	8,255	9,257	832	[illegible]
Lake	366,078	293,195	102,256	100,006	97.8	337,353	354,326	135,902	[illegible]
La Porte	76,717	63,660	21,429	21,000	98.0	71,376	70,506	21,533	[illegible]
Lawrence	34,363	35,045	9,598	9,031	94.1	21,537	24,787	5,089	[illegible]
Madison	103,798	88,575	28,993	28,384	97.9	93,729	91,243	33,927	[illegible]
Marion	549,047	460,926	153,365	149,530	97.5	640,343	624,219	204,758	[illegible]
Marshall	29,467	25,935	8,231	7,951	96.6	20,100	27,059	3,780	[illegible]
Martin	10,752	10,300	3,003	2,777	92.5	5,743	4,802	1,188	[illegible]
Miami	28,154	27,926	7,864	7,643	97.2	24,408	22,994	5,140	[illegible]
Monroe	49,099	36,534	13,714	12,918	94.2	33,703	33,432	8,157	[illegible]
Montgomery	29,097	27,231	8,127	7,850	96.6	24,048	26,437	4,885	[illegible]
Morgan	23,712	19,801	6,623	6,238	94.2	14,717	16,839	2,199	[illegible]
Newton	10,992	10,775	3,070	2,965	96.6	8,256	10,064	1,197	[illegible]
Noble	25,072	22,776	7,003	6,785	96.9	17,228	23,464	4,033	[illegible]
Ohio	4,230	3,782	1,181	1,107	93.8	2,154	2,042	272	[illegible]
Orange	16,863	17,311	4,710	4,413	93.7	9,692	9,757	2,217	[illegible]
Owen	11,742	12,090	3,279	3,019	92.1	5,743	6,216	809	[illegible]
Parke	15,647	17,358	4,370	4,125	94.4	8,255	9,890	1,141	[illegible]
Perry	17,397	17,770	4,859	4,450	91.6	7,180	10,153	4,602	[illegible]
Pike	15,015	17,045	4,194	3,875	92.4	6,819	9,484	921	[illegible]
Porter	39,562	27,836	11,050	10,795	97.7	25,485	30,480	4,336	[illegible]
Posey	19,571	19,183	5,466	5,072	92.8	10,409	12,815	2,025	[illegible]
Pulaski	12,457	12,056	3,479	3,298	94.8	7,538	10,123	989	[illegible]
Putnam	22,916	20,839	6,401	6,138	95.9	10,051	18,040	1,693	[illegible]
Randolph	27,157	26,766	7,585	7,334	96.7	21,537	25,724	4,725	[illegible]
Ripley	18,798	18,898	5,250	4,908	93.5	10,051	15,151	2,281	[illegible]
Rush	19,781	18,927	5,525	5,326	96.4	12,921	15,783	2,364	[illegible]
St. Joseph	203,728	161,823	56,907	55,598	97.7	200,149	217,219	75,438	[illegible]
Scott	11,064	8,978	3,090	2,907	94.1	6,102	8,001	1,407	[illegible]
Shelby	28,019	25,953	7,826	7,497	95.8	20,100	23,929	5,122	[illegible]
Spencer	16,164	16,211	4,515	4,167	92.3	5,743	8,547	894	[illegible]
Starke	15,239	12,258	4,256	4,013	94.3	11,128	12,905	974	[illegible]
Steuben	17,062	13,740	4,765	4,588	96.3	10,409	17,346	1,464	[illegible]
Sullivan	23,569	27,014	6,583	6,201	94.2	11,486	15,820	1,601	[illegible]
Switzerland	7,578	8,167	2,116	1,980	93.6	2,513	3,035	240	[illegible]
Tippecanoe	73,529	51,020	20,538	20,024	97.5	74,045	66,142	16,267	[illegible]
Tipton	15,558	15,135	4,345	4,223	97.2	10,051	9,674	1,742	[illegible]
Union	6,429	6,017	1,795	1,732	96.5	3,231	4,937	415	[illegible]
Vanderburgh	158,361	130,783	44,231	42,373	95.8	158,959	149,859	54,029	[illegible]
Vermillion	19,448	21,787	5,432	5,187	95.5	15,075	14,150	1,807	[illegible]
Vigo	104,931	99,709	29,310	27,932	95.3	104,811	104,682	28,760	[illegible]
Wabash	28,993	26,601	8,098	7,863	97.1	18,665	24,711	6,792	[illegible]
Warren	8,510	9,055	2,377	2,279	95.9	2,872	3,676	257	[illegible]
Warrick	21,553	19,435	6,020	5,616	93.3	8,974	13,319	2,773	[illegible]
Washington	16,585	17,008	4,632	4,284	92.5	6,820	12,705	1,535	[illegible]
Wayne	68,519	59,229	19,136	18,717	97.8	63,357	68,658	19,415	[illegible]
Wells	19,583	19,099	5,470	5,305	97.0	20,461	15,469	2,537	[illegible]
White	18,001	17,037	5,028	4,841	96.3	12,203	13,358	2,464	[illegible]
Whitley	18,829	17,001	5,259	5,095	96.9	12,562	15,666	2,427	[illegible]

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

IN THE PROSPEROUS EVANSVILLE MARKET IT'S

WGBF

1280 KC 5 KW (D) 1 KW (N) NBC Affiliate

WGBF SHARE OF AUDIENCE
HOOPER STATION AUDIENCE INDEX

Evansville, Ind. City Zone
Oct. 1949 thru Feb. 1950

8:00 AM-12 NOON	Mon. thru Fri. 31.4
12 NOON-6:00 PM	Mon. thru Fri. 44.1
6:00 PM-10:30 PM	Mon. thru Fri. 39.7

WEED & COMPANY — National Representatives

For Facts
on the
Fort Wayne Market
CONTACT
HEADLEY-REED
Representatives of Radio Station
WGL

TEN YEAR INCREASE
RETAIL SALES . . 200%
POPULATION . . 40%
COVERED EXCLUSIVELY BY
WASK
LAFAYETTE
Indiana's 8th Market
RA-TEL REPRESENTATIVES, INC.

IOWA

SPOT RATE FINDER

AMES, Story, 12,204 fam., 98.4% radio, 12,008 radio fam.

KASI, 1kw-D, 1430kc

	SB	1M	5M	15M	30M	1 Hr
D	6.00	7.00	12.00	20.00	30.00	50.00

WOI-TV, Chan. 4, 10.4kw-aur.; 13kw-vis., ABC, CBS, DuMont & NBC, Weed

N	25.00	25.00	50.00	80.00	180.00	200.00

BOONE, Boone, 7,794 fam., 97.6% radio, 7,606 radio fam.

KWBG, 1kw-D, 1590kc

D	6.00	9.00	15.00	22.50	37.50
N	6.00	12.00	22.50	35.00	55.00

BURLINGTON, Des Moines, 11,744 fam., 96.4% radio, 11,321 radio fam.

KBUR, 250w, 1490kc, ABC, Taylor

D	5.00	6.00	9.00	20.80	30.00	50.00
N	6.00	8.00	16.00	26.40	48.00	80.00

KBUR-FM, Chan. 225, 92.9mc, 53kw, Howe Borroff, Bonus

CEDAR RAPIDS, Linn, 4,690 fam. 97.5% radio, 4,544 radio fam.

2 AM affiliates, average 1-time rate

D	9.50	14.75	18.50	37.00	55.50	92.50
N	15.00	22.50	31.25	62.50	107.50	187.50

KCRG, 5kw, 1600kc, MBS, Burn-Smith, Conlan

D	6.00	10.00	13.00	26.00	39.00	65.00
N	10.00	15.00	25.00	50.00	75.00	125.00

KCRK (FM), Chan. 245, 96.9mc, 48kw, Burn-Smith, Bonus

KWCR, 250w, 1450kc, McKinney, Iowa Tall-corn

D	4.00	4.50	7.50	14.00	20.00	40.00
N	4.50	5.00	10.00	16.00	25.00	50.00

WMT, 5kw, 600kc, CBS, Katz, Hooper, BMB

D	13.00	19.50	24.00	48.00	72.00	120.00
N	20.00	30.00	37.50	75.00	140.00	250.00

CENTERVILLE, Appanoose, 5,491 fam. 94.6% radio, 5,194 radio fam.

KCOG, 100w, 1400kc

D	3.75	8.00	17.00	23.00	40.00
N	5.00	10.00	20.00	30.00	50.00

CHARLES CITY, Floyd, 5,992 fam., 97.5% radio, 5,842 radio fam.

KCHA, 250w-D, 1580kc, McGillvra

D	4.30	5.70	11.45	22.85	34.30	57.45

CLINTON, Clinton, 13,808 fam., 97.6% radio, 13,476 radio fam.

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

AM 1340 **KROS** FM 96.1

America's Best "250"

serving

EASTERN IA. & WESTERN ILL.

for

9 YEARS

100,000 RADIO HOMES

$254,000,000 RETAIL SALES

That Market is Yours With These Ratings

CONLAN SURVEY — MARCH 1950

MORNING	AFTERNOON	EVENING
44.6%	46.8%	34.5%

TALL CORN NETWORK

Mutual Broadcasting System

* * *

KROS, 250w, 1340kc, MBS, McKinney, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	5.50	6.60	9.90	19.80	33.00	55.00
N	6.82	8.25	15.84	31.68	52.80	88.00

KROS-FM, Chan. 241, 96.1mc, 14kw, McKinney Bonus

COUNCIL BLUFFS, Pottawattamie, 19,378 fam., 96.6% radio, 18,719 radio fam.

KSWI, 500w-D, 1560kc, McKinney

D	6.00	7.00	12.00	24.00	36.00	60.00

KFMX (FM), Chan. 241, 96.1mc, 12kw

D	3.25	3.50	4.00	8.00	12.00	20.00
N	3.25	3.50	4.00	8.00	12.00	20.00

CRESTON, Union, 4,311 fam., 96.4% radio, 4,155 radio fam.

KSIB, 1kw-D, 1520kc, McKinney, Conlan

D	5.00	6.00	8.00	14.00	24.00	30.00

DAVENPORT, Scott, 30,500 fam., 97.8% radio, 29,829 radio fam.

2 AM affiliates, average 1-time rate

D	8.50	9.00	13.50	30.00	51.00	85.00
N	13.00		25.00	50.00	86.50	155.00

KFMA, 250w-D, 1580kc (CP)
(No rates available)

KSTT, 1kw, 1170kc, MBS, McKinney

D	5.00	6.00	12.00	20.00	30.00	50.00
N	8.00	12.00	20.00	40.00	65.00	130.00

WOC, 5kw, 1420kc, NBC, Free & Peters

D	12.00	12.00	15.00	40.00	72.00	120.00
N	18.00		30.00	60.00	108.00	180.00

WOC-FM, Chan. 279, 103.7mc, 47kw, Bonus

WOC-TV, Chan. 5, 22.9kw-aur.; 22.9kw-vis., NBC, Free & Peters

D	20.00	20.00	30.00	60.00	90.00	150.00
N	20.00	20.00	40.00	80.00	120.00	200.00

DECORAH, Winneshick, 6,045 fam., 96.5% radio, 5,833 radio fam.

KDEC, 250w, 1240kc, MBS, McKinney, Conlan

D	4.50	5.00	10.00	18.00	28.00	48.00
N	4.50	5.00	10.00	18.00	28.00	48.00

DES MOINES, Polk, 62,824 fam., 97.8% radio, 61,441 radio fam.

* * *

4 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	14.25	21.00	28.50	52.75	80.37	133.12
N	27.37	37.31	43.50	85.75	140.50	255.00

2 AM non-affiliates, average 1-time rate

D	7.50	9.00		24.00	36.00	60.00
N	8.00	9.50		30.00	48.00	80.00

KCBC, 1kw, 1390kc, Forjoe

D	8.00	10.00		24.00	36.00	60.00
N	8.00	10.00		24.00	36.00	60.00

KCBC-FM, Chan. 231, 94.1mc, 1.5kw
(See Transit Radio Listing)

KIOA, 10kw-D, 5kw-N, 940kc, MBS, Raymer, BMB

D	5.00	7.00	10.00	21.00	31.50	52.50
N	7.50	10.00	15.00	25.00	50.00	100.00

KRNT, 5kw, 1350kc, ABC, Katz, Hooper

D	12.00	18.00	24.00	40.00	60.00	100.00
N	16.00	24.00	30.00	50.00	100.00	200.00

KRNT-FM, Chan. 283, 104.5mc, 8.5kw, Katz, Bonus

KSO, 5kw, 1460kc, CBS

D	10.00	14.00	20.00	40.00	60.00	100.00
N	16.00	24.00	25.00	50.00	100.00	200.00

KSO-FM, Chan. 247, 97.3mc, 254kw
(Rates not listed)

KWDM, 1kw, 1150kc, McKinney Conlan

D	7.00	8.00	14.00	24.00	36.00	60.00
N	8.00	9.00	20.00	36.00	60.00	100.00

WHO, 50kw, 1040kc, NBC, Free & Peters, BMB

D	30.00	45.00	60.00	110.00	170.00	280.00
N	70.00	90.00	104.00	218.00	312.00	520.00

WHO-FM, Chan. 262, 100.3mc, 400kw, Bonus

DUBUQUE, Dubuque, 19,898 fam., 97.2% radio, 19,340 radio fam.

For Facts on the Des Moines Market Contact

HEADLEY-REED

Representatives of Radio Station

KSO

* * *

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	5.50	6.00	10.00	20.00	30.00	50.00
N	6.70	7.20	18.00	33.50	54.00	90.00

KDTH, 1kw, 1370kc, MBS, McKinney, Conlan

D	6.00	7.00	12.00	24.00	36.00	60.00
N	7.00	8.00	20.00	35.00	60.00	100.00

KDTH-FM, Chan. 263, 100.5mc, 50kw, Mc-kinney

N		4.00	10.00	20.00	36.00	50.00

WKBB, 250w, 1490kc, ABC, Meeker

D	5.00	5.00	8.00	16.00	24.00	40.00
N	6.40	6.40	16.00	32.00	48.00	80.00

WDBQ (FM), Chan. 277, 103.3mc, 15kw, Meeker, Bonus

FORT DODGE, Webster, 12,323 fam., 97.5% radio, 12,014 radio fam.

KVFD, 250w, 1400kc, MBS, McKinney, Conlan

D	5.00	6.00	10.00	20.00	28.00	48.00
N	6.00	7.00	16.00	32.00	48.00	80.00

(Continued on page 80)

KDTH

Dubuque, Iowa

has

- *More coverage*
- *more listeners*
- *more acceptance*

than any other station serving the area.

Ask Everett-McKinney, Inc. or Tall Corn Radio Group, Des Moines, Ia.

1370 kc 1000 watts

Mutual • Tall Corn Radio Group

IOWA

SPOT RATE FINDER

(Continued from page 79)

KFMY (FM), Chan. 274, 102.7mc, 7.2kw, McKinney, Bonus

FORT MADISON, Lee, 12,009 fam., 95.7% radio, 11,492 radio fam.
KXGI, 500w-D, 1360kc

	SB	1M	5M	15M	30M	1 Hr
D	4.00	5.00	9.00	18.00	30.00	50.00

IOWA CITY, Johnson, 12,734 fam., 96.8% radio, 12,326 radio fam.
KXIC, 1kw-D, 800kc

D	8.75	8.75	10.50	21.00	35.00	56.00

KEOKUK, Lee, 12,009 fam., 95.7% radio, 11,492 radio fam.
KOKX, 250w-D, 1310kc, Friedman, Conlan

D	6.00	7.00	9.00	18.00	28.00	48.00

KOKX-FM, Chan. 274, 102.7mc, 3kw, Friedman (Bonus daytime only)

N	3.00	4.00	10.00	17.50	30.00	50.00

MARSHALLTOWN, Marshall, 9,911 fam., 97.8% radio, 9,692 radio fam.

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

KFJB, 250w, 1230kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.50	7.50	14.00	20.00	40.00
N	4.50	5.00	10.00	16.00	25.00	50.00

MASON CITY, Cerro Gordo, 12,750 fam., 97.5% radio, 12,431 radio fam.

2 AM affiliates, average 1-time rate

D	7.50	7.75	13.25	26.00	37.75	63.75
N	9.50	10.00	20.00	35.50	59.50	100.00

KGLO, 5kw, 1300kc, CBS, Weed, Conlan

D	10.50	10.50	18.50	37.00	55.50	92.50
N	14.00	14.00	28.00	56.00	84.00	140.00

KGLO-FM, Chan. 266, 101.1mc, 16kw, Weed, Bonus

KRIB, 250w, 1490kc, MBS, McKinney, Tall Corn

D	4.50	5.00	8.00	15.00	20.00	35.00
N	5.00	6.00	12.00	20.00	35.00	60.00

KSMN, 1kw-D, 1010kc, Rambeau

D	5.00	6.00	14.00	24.00	36.00	60.00

MUSCATINE, Muscatine, 9,096 fam., 96.7% radio, 8,795 radio fam.

KWPC, 250w-D, 860kc, McKinney, Conlan

D	4.00	5.00	9.00	18.00	30.00	50.00

KWPC-FM, Chan. 259, 99.7mc, 0.8kw, McKinney (Bonus daytime only)

N	2.40	3.00	6.40	11.52	19.20	32.00

OELWEIN, Fayette, 10,060 fam., 96.9% radio, 9,748 radio fam.
KOEL, 500w-D, 950kc.

	SB	1M	5M	15M	30M	1 Hr
D	1.00	2.00	7.50	15.00	25.00	41.50
N	1.00	2.00	9.50	18.50	31.00	52.00

OTTUMWA, Wapello, 13,056 fam., 96.6% radio, 12,612 radio fam.
KBIZ, 250w, 1240kc, MBS

D	3.75		12.50	18.75	31.25
N	6.00		20.00	30.00	50.00

RED OAK, Montgomery, 4,355 fam., 97.5% radio, 4,246 radio fam.
KRAO, 500w-D, 1600kc (No rates available)

SHENANDOAH, Page, 6,664 fam., 96.6% radio, 6,437 radio fam.

2 AM affiliates, average 1-time rate

D	8.00	11.50	17.60	32.00	51.50	85.00
N	10.50	14.00	24.50	43.50	76.50	127.50

KFNF, 1kw-D, 500w-N, 920kc, MBS, Taylor

D	6.00	8.00	16.00	32.00	48.00	80.00
N	6.00	8.00	16.00	32.00	48.00	80.00

KMA, 5kw, 960kc, Avery-Knodel, ABC, BMB, Conlan

D	10.00	15.00	19.20	32.00	55.00	90.00
N	15.00	20.00	33.00	55.00	105.00	175.00

SIOUX CITY, Woodbury, 29,038 fam., 96.8% radio, 28,108 radio fam.

2 AM affiliates, average 1-time rate

D		9.50	13.00	26.00	39.00	65.00
N		16.50	28.50	57.00	85.50	142.50

KCOM, 1kw, 620kc

D	6.00	8.00	12.00	24.00	36.00	60.00
N	8.00	10.00	20.00	40.00	60.00	100.00

KSCJ, 5kw, 1360kc, CBS, Hollingbery

D	10.00	10.00	14.00	28.00	42.00	70.00
N	18.00	18.00	32.00	64.00	96.00	160.00

KSCJ-FM, Chan. 235, 94.9mc, 12kw, Hollingbery

D	1.80	1.80	2.40	4.80	7.20	12.00
N	3.60	3.60	4.80	9.60	14.40	24.00

KTRI, 5kw, 1470kc, MBS, Taylor, Conlan

	SB	1M	5M	15M	30M	1 Hr
D		9.00	12.00	24.00	36.00	60.00
N		15.00	25.00	50.00	75.00	125.00

SPENCER, Clay, 5,036 fam., 98.4% radio, 4,955 radio fam.
KICD, 250w, 1240kc, MBS, McKinney

D	5.00	6.00	10.00	20.00	30.00	50.00
N	6.00	7.00	16.00	32.00	48.00	80.00

STORM LAKE, Buena Vista, 5,891 fam., 98.4% radio, 5,796 radio fam.
KAYL, 250w-D, 990kc

D	3.90	4.85	9.35	18.70	31.20	52.00
N	6.00	7.50	13.50	27.00	45.00	75.00

KAYL-FM, Chan. 234, 101.5mc, 8.9kw, Bonus daytime. (Night rates consult station manager)

WATERLOO, Black Hawk, 27,814 fam., 98.1% radio, 27,285 radio fam.

2 AM affiliates, average 1-time rate

D	10.25	11.25	23.00	46.00	75.00	150.00
N	17.50	18.50	41.00	77.00	120.50	205.00

KBOK, 1kw-D, 1090kc (C.P. 1kw, 1280kc)

D	4.00	4.50	10.00	20.00	35.00	60.00
N	4.50	5.00	15.00	30.00	50.00	80.00

KWWL, 5kw-D, 1kw-N, 1330kc, MBS, Henderson, Conlan

D	8.00	10.00	20.00	40.00	72.00	120.00
N	10.00	12.00	30.00	50.00	85.00	150.00

KXEL, 50kw, 1540kc, ABC, Avery-Knodel, Conlan

D	12.50	12.50	26.00	52.00	78.00	130.00
N	25.00	25.00	52.00	104.00	156.00	260.00

KXEL-FM, Chan. 289, 105.7mc, 18kw, Avery-Knodel

D				4.00	6.00	10.00
N				4.00	6.00	10.00

WEBSTER CITY, Hamilton, 5,491 fam., 98.5% radio, 5,381 radio fam.
KJFJ, 250w-D, 1570kc

D	3.00	5.00	10.00	20.00	30.00	50.00

* * *

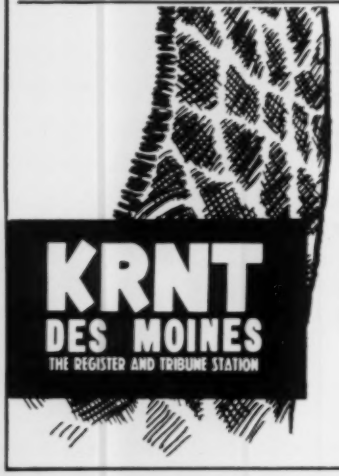
HIGHEST
in Des Moines, Hooper-wise!

MORNING, AFTERNOON, EVENING., SAT., SUN.

C. E. HOOPER SHARE OF AUDIENCE

MAY-JUNE, 1950 — DES MOINES, CITY ZONE — 17,474 CALLS

Time	KRNT	B	C	D	E
Morning	**42.0**	2.4	9.1	21.8	18.7
Afternoon	**43.3**	4.8	10.6	10.8	25.8
Evening	**27.0**	12.6	7.8	23.3	25.7
Sat. daytime	**29.5**	9.2	17.2	20.0	17.2
Sun. afternoon	**24.5**	18.3	13.1	15.3	14.8
TOTAL RATED TIME PERIODS...	**34.3**	8.7	9.9	18.6	23.3



KRNT
DES MOINES
THE REGISTER AND TRIBUNE STATION

LOWEST
PER-IMPACT
COST!

BUY THAT
Very highly Hooperated
Sales results premeditated
ABC Affiliated
Station in Des Moines

Represented by the Katz Agency

* * *

MARKET INDICATORS FOR IOWA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,609,748	'50	2,538,268	'40
% of U. S.	1.74%	'50	1.93%	'40
Families	728,979	'50	704,520	'40
Percent Radio	97.1%	'49	94.5%	'40
Radio Families	707,838	'50	644,700	'40
Retail Sales	$ 2,760,073,000	'49	2,553,851,000	'48
Retail Trade Employes	126,350	'48	92,137	'39
Wholesale Sales Volume	$ 3,323,533,000	'48	790,500,000	'39
Wholesale Trade Employes	34,801	'48	24,548	'39
Employment (Mid-March)	437,387	'48	420,213	'47
Taxable Payrolls (1st quarter)	$ 245,799,000	'48	210,189,000	'47
Income	$ 3,895,000,000	'48	1,233,000,000	'40
Percent distribution	1.89%	'48	1.63%	'40
Per Capita Income	$1,491	'48	485	'40
Percent of national per capita income	106%	'48	84%	'40
New Construction (Private)	$ 213,900,000	'47	70,400,000	'39
Residential	$ 49,900,000	'47	23,700,000	'39
Non-Residential	$ 54,800,000	'48	12,700,000	'39
Value added by Manufacture	$ 671,100,000	'47	243,390,000	'39
Automobile Registration	988,924	'49	897,755	'48
Telephones	746,600	'49	606,500	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

The Way to Reach the Rich Central Iowa Market

IS THROUGH KSO

In this Rich Central Iowa Market of $1,021,508,000, KSO, because of its new facilities, had an increase of 25,000 radio families and eleven additional counties not reached before.

In addition KSO gained 35.7% in the last 5 months over-all Hooper Ratings for the Metropolitan Area of Des Moines.

Take advantage of this Rich Central Iowa Market by Using KSO—

IN DES MOINES THE TREND IS DEFINITELY TO **KSO**

KSO

5000 watts 1460 kilocycles

CBS for Central Iowa

KINGSLEY H. MURPHY, President
S. H. McGOVERN, Gen. Mgr.
EDWARD PETRY & CO., INC., Nat. Rep.

IOWA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr 1948 ($000)
Adair	12,266	13,196	3,426	3,312	96.7	9,945	8,529	687	
Adams	8,745	10,156	2,442	2,371	97.1	6,637	5,938	460	
Allamakee	16,353	17,184	4,567	4,366	95.6	14,572	14,903	1,376	
Appanoose	19,659	24,245	5,491	5,194	94.6	17,658	13,135	2,343	
Audubon	11,575	11,790	3,233	3,139	97.1	10,006	11,950	840	
Benton	22,643	22,879	6,324	6,153	97.3	21,068	18,788	1,416	
Black Hawk	99,576	79,946	27,814	27,285	98.1	125,541	107,239	30,837	
Boone	27,904	29,782	7,794	7,606	97.6	28,192	22,301	2,547	
Bremer	18,843	17,932	5,263	5,099	96.9	19,748	19,272	1,851	
Buchanan	21,666	20,991	6,051	5,845	96.6	16,033	15,988	1,757	
Buena Vista	21,090	19,838	5,891	5,796	98.4	23,888	23,735	2,529	
Butler	17,328	17,986	4,840	4,689	96.9	14,289	16,239	1,009	
Calhoun	16,793	17,584	4,690	4,591	97.9	17,150	13,974	1,652	
Carroll	23,013	22,770	6,428	6,305	98.1	25,046	26,897	2,421	
Cass	18,532	18,647	5,176	5,020	97.0	22,692	21,061	1,823	
Cedar	16,791	16,884	4,690	4,544	96.9	16,479	15,576	1,077	
Cerro Gordo	45,648	43,845	12,750	12,431	97.5	65,476	56,137	10,451	
Cherokee	19,031	19,258	5,315	5,203	97.9	18,632	17,529	1,771	
Chickasaw	15,169	15,227	4,237	4,088	96.5	12,704	15,139	892	
Clarke	9,344	10,233	2,610	2,487	95.3	7,166	7,872	630	
Clay	18,031	17,762	5,036	4,955	98.4	25,186	25,193	2,493	
Clayton	22,490	24,334	6,282	6,037	96.1	17,211	17,673	1,688	
Clinton	49,436	44,722	13,808	13,476	97.6	51,005	52,573	10,448	
Crawford	19,693	20,538	5,500	5,335	97.0	17,050	16,554	1,263	
Dallas	23,658	24,649	6,608	6,436	97.4	23,828	22,278	2,452	
Davis	9,898	11,136	2,764	2,595	93.9	6,331	4,833	616	
Decatur	12,545	14,012	3,504	3,321	94.8	9,356	7,965	572	
Delaware	17,709	18,487	4,946	4,792	96.9	14,127	12,117	1,166	
Des Moines	42,047	36,804	11,744	11,321	96.4	47,825	43,508	10,319	
Dickinson	12,746	12,185	3,560	3,485	97.9	13,050	12,792	1,105	
Dubuque	71,235	63,768	19,898	19,340	97.2	80,679	75,089	18,856	
Emmet	14,101	13,406	3,938	3,808	96.7	16,156	13,844	1,945	
Fayette	36,016	29,151	10,060	9,748	96.9	27,197	23,665	2,574	
Floyd	21,454	20,169	5,992	5,842	97.5	19,586	18,498	4,550	
Franklin	16,287	16,379	4,549	4,430	97.4	15,405	13,768	1,325	
Fremont	12,302	14,645	3,436	3,329	96.9	8,179	9,158	673	
Greene	15,586	16,599	4,353	4,252	97.7	14,512	14,298	1,190	
Grundy	13,683	13,518	3,822	3,768	98.6	12,482	11,304	892	
Guthrie	15,156	17,210	4,233	4,089	96.6	11,834	11,295	918	
Hamilton	19,659	19,922	5,491	5,381	98.0	19,605	18,031	2,495	
Hancock	15,079	15,402	4,212	4,127	98.0	13,435	11,700	911	
Hardin	22,189	22,530	6,198	6,055	97.7	26,912	26,746	2,329	
Harrison	19,507	22,767	5,448	5,175	95.0	16,298	15,488	1,292	
Henry	18,687	17,994	5,219	5,015	96.1	12,625	14,643	1,365	
Howard	13,105	13,531	3,660	3,506	95.8	10,776	11,638	793	
Humboldt	13,044	13,459	3,643	3,562	97.8	11,996	11,624	974	

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce

(Continued on page 86)

Here's what WHO gives you in "IOWA PLUS"!

LARGEST PRIMARY COVERAGE

WHO is the only 1-A Clear Channel station in Iowa. With 50,000 watts, this gives you larger daytime and/or nighttime primary coverage than any other station in Iowa.

Daytime listening area includes nearly all of Iowa, southern Minnesota, northern Missouri and western Illinois. Complete BMB Audience Report or 1949 Iowa Radio Audience Survey available either through representatives or station direct.

GREATEST SECONDARY COVERAGE

WHO's sky-wave signal goes on and on, bringing in mail during winter months from 30 to 44 states regularly — from more than 50% of all counties in the U.S.A.

BEST PROGRAM SERVICE

WHO is basic NBC — has 22 of the 30 most popular network and local shows in the State. Big-time staff of producers, announcers, writers. *Tops in News* — 44.5% to 50.6% of Iowa radio families usually listen to principal WHO news broadcasts vs. 11.0% to 12.1% for Station B. *Tops in Farm Programs* — 37.4% of Iowa men and 46.7% of Iowa women naming any favorite station for Farm Programs prefer WHO vs. 18.9% and 15.4% for Station B.

GREATEST POPULARITY

WHO gets more of the Iowa listening audience, for more hours, than all other radio stations combined. "Listened-to-most" during daytime by 39.3% of Iowa radio families, and at night by 47.8%, according to 1949 Iowa Radio Audience Survey. ("Listened-to-most" stations have approximately six hours of listener's attention for every hour given to any "heard-regularly" station in Iowa.)

GREATEST DEALER INFLUENCE

Radio is considered the best state-wide advertising medium in Iowa to help sell goods

—by 68.3% of Iowa grocers
vs. 20.5% for newspapers
—by 87.4% of Iowa druggists
vs. 7.8% for newspapers

Among those who prefer radio, WHO is considered most effective radio station in State

—71.2% of Iowa grocers
vs. 9.7% for Station B
—65.1% of Iowa druggists
vs. 1.5% for Station B

(According to polls conducted by Iowa Retail Grocers and Meat Dealers Association and Iowa Pharmaceutical Association.)

INCREASED LISTENING

The 1949 Iowa Radio Audience Survey reveals that radio ownership in Iowa is at an all time high of 98.6%. 45.7% of the radio owners have more than one set. 26.4% of the homes "quite often" have two sets going at the same time. The Survey also reveals that sets are located almost everywhere in the house, the kitchen and living room being the most popular locations. With fifty percent of the families of Iowa owning radio-equipped automobiles, approximately half of both men and women riders use the radio each day while driving. 15.5% reported they listened to sets located outside the home or family car. *Use of these sets means additional listening.*

WHO *for* **Iowa PLUS** • **Des Moines ... 50,000 Watts**

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

IOWA RADIO MARKET DATA BY COUNTIES

(Continued from page 82)

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Ida	10,704	11,047	2,989	2,929	98.0	10,248	11,825	790	
Iowa	15,838	17,016	4,422	4,293	97.1	16,379	14,648	1,651	
Jackson	18,630	19,181	5,203	5,000	96.1	18,044	15,682	1,391	
Jasper	32,235	31,496	9,004	8,760	97.3	26,038	26,568	6,896	
Jefferson	15,672	15,762	4,377	4,201	96.0	13,985	12,602	2,308	
Johnson	45,591	33,191	12,734	12,326	96.8	46,404	41,344	4,984	
Jones	19,405	19,950	5,420	5,235	96.6	16,542	17,689	1,622	
Keokuk	16,757	18,406	4,680	4,520	96.6	15,466	14,536	1,155	
Kossuth	26,391	26,630	7,371	7,179	97.4	24,863	23,506	1,997	
Lee	42,994	41,074	12,009	11,492	95.7	39,010	36,262	10,761	
Linn	103,615	89,142	28,942	28,218	97.5	136,948	118,102	27,697	
Louisa	10,878	11,384	3,038	2,922	96.2	9,782	11,335	774	
Lucas	12,065	14,571	3,370	3,241	96.2	11,589	11,987	1,389	
Lyon	14,747	15,374	4,119	3,999	97.1	10,635	11,435	855	
Madison	13,152	14,525	3,673	3,507	95.5	11,387	10,703	849	
Mahaska	24,602	26,485	6,874	6,612	96.2	24,964	23,285	3,074	
Marion	25,880	27,019	7,229	7,004	96.9	22,731	17,092	2,516	
Marshall	35,484	35,406	9,911	9,692	97.8	45,376	39,746	6,863	
Mills	14,040	15,064	3,921	3,764	96.0	10,351	10,333	897	
Mitchell	13,877	14,121	3,876	3,736	96.4	12,482	13,912	965	
Monona	16,287	18,238	4,549	4,330	95.2	13,843	12,775	1,112	
Monroe	11,788	14,553	3,292	3,143	95.5	9,030	7,510	832	
Montgomery	15,594	15,697	4,355	4,246	97.5	16,622	16,192	1,868	
Muscatine	32,564	31,296	9,096	8,795	96.7	35,208	34,478	7,089	
O'Brien	18,958	19,293	5,295	5,194	98.1	21,513	20,663	1,806	
Osceola	10,158	10,607	2,837	2,763	97.4	9,843	9,358	804	
Page	23,858	24,887	6,664	6,437	96.6	34,788	32,118	3,432	
Palo Alto	15,259	16,170	4,262	4,151	97.4	15,019	13,802	1,041	
Plymouth	23,277	23,502	6,501	6,312	97.1	19,524	23,197	1,604	
Pocahontas	15,450	16,266	4,315	4,241	98.3	13,842	12,648	1,315	
Polk	224,910	195,835	62,824	61,441	97.8	307,773	267,340	67,927	
Pottawattamie	69,374	66,756	19,378	18,719	96.6	64,478	59,660	7,229	
Poweshiek	19,261	18,758	5,380	5,250	97.6	18,085	16,868	1,842	
Ringgold	9,529	11,137	2,661	2,543	95.6	5,986	5,889	544	
Sac	17,295	17,639	4,831	4,724	97.8	16,683	15,958	1,402	
Scott	109,192	84,748	30,500	29,829	97.8	125,151	118,899	28,942	
Shelby	15,904	16,720	4,442	4,313	97.1	14,450	14,501	1,095	
Sioux	26,057	27,209	7,278	7,037	96.7	20,175	23,607	1,961	
Story	43,692	33,434	12,204	12,008	98.4	43,616	37,750	4,031	
Tama	21,646	22,428	6,046	5,888	97.4	18,793	20,333	1,655	
Taylor	12,413	14,258	3,467	3,324	95.9	8,098	7,492	613	
Union	15,436	16,280	4,311	4,155	96.4	16,096	14,323	1,639	
Van Buren	10,984	12,053	3,068	2,939	95.8	6,636	6,421	504	
Wapello	46,744	44,280	13,056	12,612	96.6	45,003	41,316	12,299	
Warren	17,745	17,695	4,956	4,747	95.8	11,994	10,583	782	
Washington	19,521	20,055	5,452	5,255	96.4	20,986	21,314	2,070	
Wayne	11,702	13,308	3,270	3,142	96.1	7,977	7,688	580	
Webster	44,118	41,521	12,323	12,014	97.5	58,546	49,687	9,255	
Winnebago	13,439	13,972	3,755	3,662	97.6	15,120	13,788	1,045	
Winneshick	21,644	22,263	6,045	5,833	96.5	18,143	16,020	1,675	
Woodbury	103,959	103,627	29,038	28,108	96.8	141,349	124,526	27,957	
Worth	11,033	11,449	3,081	2,997	97.3	8,218	7,687	455	
Wright	19,626	20,038	5,482	5,377	98.1	18,693	18,391	1,740	

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

WMTland * (IOWA)

THINGS YOU WON'T FIND IN THE MARKET INDICATOR

• In 1946 there were 25 broadcasting stations in Iowa. Now there are 66—over 2½ times the number at the time the first BMB study was conducted. *Yet the WMT audience has increased during the interval an average of 14.9%.*

• The Cedar Rapids Fall-Winter, 1949-'50 Hooper report shows WMT with an overall share-of-audience for the entire five-month period of 63.6%. It gives WMT the top rating in every quarter-hour, Monday thru Friday, from 8 a.m. to 7 p.m. Of the 63 individual half-hours measured in the evening, WMT was first in 60 and tied for first place in another. Sunday afternoon (with 12 half-hours reported), WMT was tops in 7 and tied in one for first. *WMT delivers a bigger share of audience than any other Hooperated CBS station in the nation.*

• WMT's 5,000 watt signal on 600 kc pushes the 2.5 mv line way beyond Cedar Rapids—to encompass 19,100 square miles and enough people to exceed the size of metropolitan Washington, D. C. *Practically every day WMT talks to 192,620 families.*

• As the basic CBS affiliate in Cedar Rapids, WMT is the only station in eastern Iowa bringing the network's top programs to the area. WMT's own Program Department, through years of serving the Midwest listener, *produces programs designed to meet the needs and interests of farms, small towns and urban centers.*

• Iowa's 34.8 million acres of tillable soil produce, among an abundance of other things, 10% of the nation's food supply and contribute to the high per capita wealth of Iowans, currently 61% above the national average.

• Iowa's corn yield is the highest of all states. Iowa is the highest egg-producing state in the Union; the value of its poultry exceeds that of any other state.

• Iowa produces more pork than any other state, marketing one-fourth of all the pork in the country in 1949.

• Iowa's rockless soil produces more wealth each year than all the gold mines in the world.

• WMT's news coverage is complete. National and international news is gathered through the world-wide facilities of AP, UP and INS. Local and regional news flows into the WMT newsroom from a network of reporters at key Iowa points and from the WMT news bureau in Washington, D. C. *This coverage is unequalled by any other station in Iowa.*

• WMT offers extensive merchandising services which include: Courtesy announcements before and after start of schedule; Program listings in 13 area newspapers whose circulation totals 619,746; Special letters and lobby displays, plus distribution of display material in Cedar Rapids; Personal calls on wholesalers, jobbers and retailers.

• Iowa grows more cattle—and makes more money at it—than any of the legendary range states.

• Iowa's cash farm income in 1949—according to *Sales Management*—was over $2 billion. Industrial Iowa adds another $2 billion to the state's total income of individuals. It's a market worth reaching—and in Eastern Iowa WMT *reaches.*

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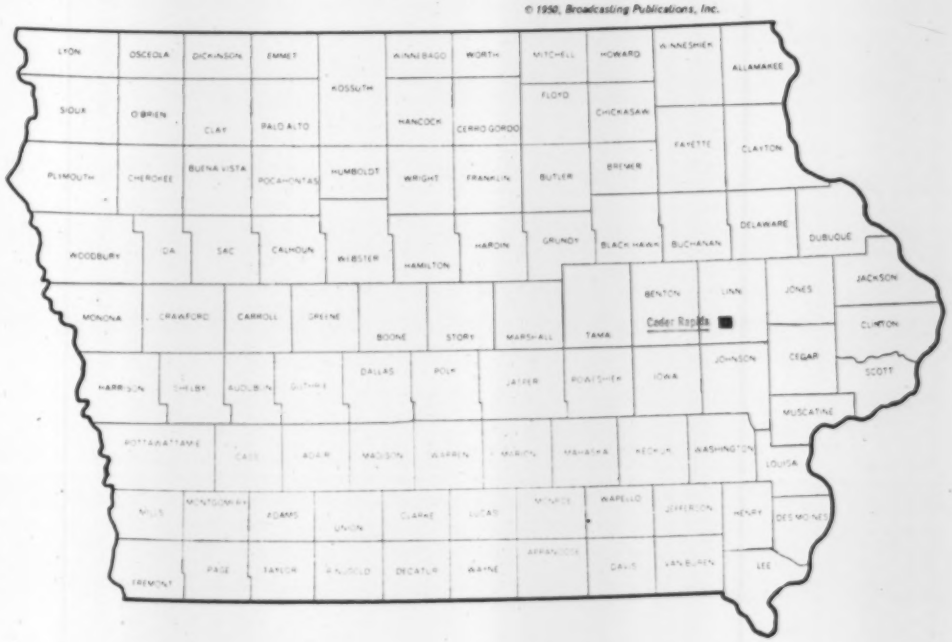

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• Iowa's cash farm income in 1949—according to *Sales Management*—was over $2 billion. Industrial Iowa adds another $2 billion to the state's total income of individuals. It's a market worth reaching—and in Eastern Iowa WMT *reaches.*

* **WMTland**—the heart of the richest agricultural-and-industrial region in the nation. WMT fills the radio gap between Chicago, Des Moines, Twin Cities and St. Louis, with greater population coverage within the 2.5 mv line than any other station in Iowa.

For further details, please ask the Katz Agency—or us.

5000 WATTS

WMT
CEDAR
RAPIDS

Day & Night

600 KC

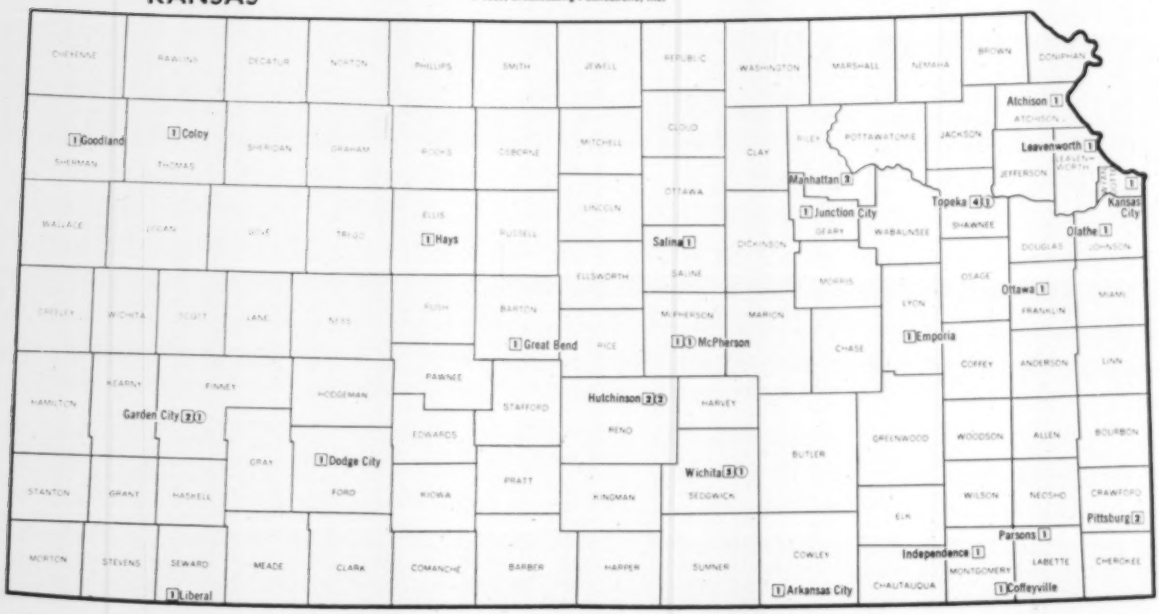
BASIC COLUMBIA NETWORK

BROADCASTING & TELECASTING
MARKETBOOK MAP
of
KANSAS

(2) Location of City and number of Standard (AM) Broadcasting Stations
(2) Number of FM Broadcasting Stations
(2) Number of Telecasting Stations

MAP BY WALTER P. BUSH, MIDDLEBURY, VERMONT
© 1950, Broadcasting Publications, Inc.

Scale of Miles
25 50 75 100



WE CAN REALLY CROW NOW!

TAKE A LOOK AT THE WICHITA MARKET!

* Wichita, Sedgwick County

	1950 (in thousands)	1948 (in thousands)	1950 U. S. Total
Population	219.2	171.2	150,500,000
Families	61.2	55.2	42,039,1
Effective Buying Income (county)	349,572*	391,224	191,683,662*
Retail Sales (county)	296,794*	284,794	128,117,785*

* Sales Management Survey of Buying Income, 1949 data

WE COVER THIS AREA FUST'EST WITH THE MOST'EST

KANS
WICHITA, KANSAS
5000 WATTS DAY
1000 WATTS NIGHT
1480 KILOCYCLES
AFFILIATED WITH NATIONAL BROADCASTING CO
REPRESENTED BY THE TAYLOR CO INC

KANSAS

SPOT RATE FINDER

ARKANSAS CITY, Cowley, 10,285 fam., 95.3% radio, 9,801 radio fam.

KSOK, 1kw-D, 1280kc, LBS

	SB	1M	5M	15M	30M	1 Hr
D	3.50	3.50	8.40	13.45	20.15	34.00

ATCHISON, Atchison, 5,986 fam., 95.3% radio, 5,704 radio fam.

KARE, 1kw, 1470kc, Rambeau

D	7.50	7.50	12.00	24.00	36.00	60.00
N	7.50	7.50	12.00	24.00	36.00	60.00

COFFEYVILLE, Montgomery, 12,993 fam., 93.5% radio, 12,148 fam.

KGGF, 1kw-D, 500w-N (CP: 10kw-D, 5kw-N) 690kc, ABC, Weed, Conlan, BMB

D	4.00	5.00	9.00	15.00	25.00	45.00
N	5.00	6.00	12.00	25.00	40.00	75.00

COLBY, Thomas, 2,103 fam., 96.1% radio, 2,020 radio fam.

KXXX, 5kw-D, 790kc, H-R Reps, BMB

D	12.00	24.00	48.00	72.00	120.00

CONCORDIA, Cloud, 4,459 fam., 95.1% radio, 4,240 radio fam.

KFRM, 5kw, 550kc
(See Kansas City, Mo. Listing)

DODGE CITY, Ford, 5,501 fam., 95.9% radio, 5,275 radio fam.

KGNO, 1kw-D, 250w-N, 1370kc, Hagg

D	5.00	6.00	10.00	20.00	30.00	50.00
N	5.00	6.00	10.00	20.00	30.00	50.00

EMPORIA, Lyon, 7,381, fam., 95.2% radio, 7,026 radio fam.

KTSW, 250w, 1400kc, MBS, Conlan

D	5.00	6.00	10.00	20.00	30.00	50.00
N	5.00	6.00	10.00	20.00	30.00	50.00

GARDEN CITY, Finney, 4,219 fam., 93.5% radio, 3,944 radio fam.

KGAR, 1kw-D, 1050kc

D	7.50	11.00	16.00	25.00	42.50	70.00

KGAR-FM, Chan. 257, 99.3mc, 0.8kw, Bonus

KIUL, 250w, 1240kc, MBS

D	4.30	6.50	9.50	17.00	26.50	45.00
N	4.30	6.50	9.50	17.00	26.50	45.00

GOODLAND, Sherman, 2,054 fam., 92.8% radio, 1,906 radio fam.

KWGB, 1kw-D, 730kc

D	4.00	5.00	14.00	28.00	42.00	70.00

GREAT BEND, Barton, 8,336 fam., 96.2% radio, 8,019 radio fam.

KVGB, 5kw, 1590kc, MBS, Pearson, Conlan

D	5.00	5.00	9.00	20.00	30.00	45.00
N	8.00	8.00	15.00	30.00	45.00	75.00

HAYS, Ellis, 5,294 fam., 94.7% radio, 5,013 radio fam.

KAYS, 250w, 1400kc, KBS

D	2.50	3.00	10.00	15.00	25.00	40.00
N	3.00	4.00	12.00	20.00	35.00	50.00

HUTCHISON, Reno, 15,081 fam., 95.9% radio, 14,462 radio fam.

KIMV (FM), Chan. 233, 94.5mc, 40kw

D	4.00	7.50	15.00	21.00	35.00
N	4.00	7.50	15.00	21.00	35.00

KWBW, 250w, 1450kc, NBC, Conlan

D	5.00	6.00	10.00	18.00	30.00	50.00
N	7.00	9.00	15.00	25.00	40.00	75.00

KWBW-FM, Chan. 226, 93.1mc, 3kw, Bonus

KWHK, 1kw-D, 1190kc, McKinney & Griffith

D	4.00	6.00	10.00	16.00	24.00	40.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

INDEPENDENCE, Montgomery, 12,993 fam., 93.5% radio, 12,148 radio fam.

KIND, 250w-D, 1010kc, Conlan, LBS

	SB	1M	5M	15M	30M	1 Hr
D	1.50	2.25	3.00	6.00	9.00	15.00
N	2.00	3.00	4.00	8.00	12.00	20.00

JUNCTION CITY, Geary, 5,323 fam., 96.7% radio, 5,147 fam.

KJCK, 1kw-D, 1420kc, Holman

D	6.00	7.00	12.50	25.00	40.00	70.00

KANSAS CITY, Wyandotte, 45,983 fam., 96.5% radio, 44,373 radio fam.

KCKN, 250w, 1340kc
(See Kansas City, Mo.)

LEAVENWORTH, Leavenworth, 11,620 fam., 95.2% radio, 11,062 radio fam.

KCLO, 500w-D, 1410kc

D	3.44	5.00	8.75	15.00	29.96	46.00

LIBERAL, Seward, 2,780 fam., 94.8% radio, 2,635 radio fam.

KSCB, 1kw-D, 1270kc

D	4.25	6.00	10.50	18.75	33.00	60.00

MANHATTAN, Riley, 9,378 fam., 96.1% radio, 9,012 radio fam.

KMAN, 500w-D, 1350kc

D	3.50	5.00	8.00	15.00	27.50	50.00

McPHERSON, McPherson, 6,569 fam., 95.9% radio, 6,299 radio fam.

KNEX, 250w-D, 1540kc

D	3.25	4.35	9.10	15.60	27.30	45.50

KNEX-FM, Chan. 277, 103.3mc, 250w, Bonus

OLATHE, Johnson, 17,169 fam., 96.8% radio, 16,619 radio fam.

KPRS, 500w-D, 1590kc, LBS, Continental

D	6.00	9.00	15.00	24.00	35.00	60.00
N	6.00	9.00	15.00	24.00	35.00	60.00

OTTAWA, Franklin, 5,552 fam., 94.5% radio, 5,246 radio fam.

KOFO, 250w-D, 1220kc

D	5.00	20.00	30.00	40.00	50.00

PARSONS, Labette, 8,151 fam., 94.1% radio, 7,670 radio fam.

KLKC, 250w-D, 1540kc

D	3.00	4.00	8.00	16.00	22.75	40.00

PITTSBURG, Crawford, 11,228 fam., 94.4% radio, 10,599 radio fam.

KOAM, 10kw-D, 5kw-N, 860kc, NBC, Pearson, BMB, Conlan

D	11.40	11.40	22.80	38.00	68.40	114.00
N	15.20	15.20	28.50	47.50	85.50	142.50

KSEK, 250w, 1340kc, LBS, Cooke, Conlan

D	4.00	4.00	10.00	16.00	24.00	40.00
N	4.00	4.00	10.00	16.00	24.00	40.00

SALINA, Saline, 9,311 fam., 97.1% radio, 9,040 radio fam.

KSAL, 5kw, 1150kc, MBS, Pearson, Conlan

D	7.20	7.20	15.00	24.00	40.00	72.00
N	9.00	9.00	18.00	30.00	45.00	75.00

TOPEKA, Shawnee, 29,170 fam., 96.7% radio, 28,207 radio fam.

3 AM affiliates, average 1-time rate

D	12.36	17.03	25.75	43.77	75.80	126.33
N	15.33	19.33	29.16	59.76	94.00	156.66

KJAY, 5kw-D, 1kw-N, 1440kc, Young, Conlan

D	8.00	8.00	12.00	25.00	50.00	80.00
N	10.00	10.00	17.00	35.00	70.00	120.00

KTOP, 250w, 1490kc, MBS, Ra-Tel

D	7.50	7.50	15.00	30.00	45.00	75.00
N	10.00	10.00	20.00	40.00	60.00	100.00

MARKET INDICATORS FOR KANSAS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	1,898,519	'50	1,801,028	'40
% of U. S.	1.27%	'50	1.36%	'40
Families	530,312	'50	514,500	'40
Percent Radio	95.3%	'49	90.6%	'46
Radio Families	505,387	'50	474,500	'46
Retail Sales	$1,963,524,000	'49	1,683,517,000	'48
Retail Trade Employes	87,154	'48	58,256	'39
Wholesale Sales Volume	$2,042,616,000	'48	427,700,000	'39
Wholesale Trade Employes	22,780	'48	15,157	'39
Employment (Mid-March)	299,013	'48	289,136	'47
Taxable Payrolls (1st quarter)	$ 162,767,000	'48	146,426,000	'47
Income	$2,446,000,000	'48	757,000,000	'40
Percent distribution	1.19%	'48	1%	'40
Per Capita Income	$1,291	'48	422	'40
Percent of national per capita income	92%	'48	73%	'40
New Construction (Private)	$ 163,800,000	'47	40,300,000	'39
Residential	$ 45,100,000	'47	11,000,000	'39
Non-Residential	$ 40,100,000	'48	6,100,000	'39
Value added by Manufacture	$ 461,061,000	'47	117,391,000	'39
Automobile Registration	815,821	'49	758,149	'48
Telephones	547,000	'49	417,200	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

* * *

WIBW, 5kw, 580kc, CBS, Capper, Whan

	SB	1M	5M	15M	30M	1 Hr
D	20.00	24.00	46.67	66.67	120.00	200.00
N	24.00	36.00	48.00	96.00	144.00	240.00

WREN, 5kw, 1250kc, ABC, Weed, Conlan

D	9.60	9.60	15.60	34.66	62.40	104.00
N	12.00	12.00	19.50	43.30	78.00	130.00

WICHITA, Sedgwick, 61,251 fam., 96.5% radio, 59,107 radio fam.

4 AM affiliates, average 1-time rate

D	10.37	12.75	20.03	35.75	53.62	89.37
N	17.75	21.87	34.06	57.50	88.75	151.25

KAKE, 250w, 1240kc, MBS, Radio Reps, Hooper

D	7.50	10.00	12.00	24.00	36.00	60.00
N	10.00	12.50	20.00	40.00	60.00	100.00

* * *

KANS, 5kw-D, 1kw-N, 1480kc, NBC, Taylor, Hooper, BMB

	SB	1M	5M	15M	30M	1 Hr
D	9.00	11.00	15.00	24.00	36.00	60.00
N	15.00	17.50	25.00	40.00	60.00	100.00

KFBI, 10kw-D, 1kw-N, 1070kc, ABC, Avery-Knodel, BMB, Hooper, Conlan

D	10.00	15.00	25.00	50.00	75.00	125.00
N	16.00	20.00	35.00	60.00	100.00	180.00

KFH, 5kw, 1330kc, CBS, Petry

D	15.00	15.00	28.15	45.00	67.50	112.50
N	30.00	30.00	56.25	90.00	135.00	225.00

KFH-FM, Chan. 262, 100.3mc, 11kw, Petry Bonus

KWBB, 1kw, 1410kc
(No rates available)

We Sell People

not "Coverage Area"

KTOP 250-watt MUTUAL

Topeka's *only* "Metropolitan Station"

for proof of results ask

RA-TEL REPRESENTATIVES, INC.

KANSAS RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Allen	18,172	19,874	5,075	4,719	93.0	16,751	15,065	2,811	
Anderson	10,265	11,658	2,867	2,631	91.8	8,471	7,179	752	
Atchison	21,433	22,222	5,986	5,704	95.3	20,412	16,110	3,454	
Barber	8,403	9,073	2,347	2,239	95.4	10,187	8,740	805	
Barton	29,843	25,010	8,336	8,019	96.2	33,420	35,117	5,036	
Bourbon	19,121	20,944	5,341	4,945	92.6	19,636	14,865	2,580	
Brown	14,659	17,395	4,094	3,901	95.3	15,148	13,825	1,277	
Butler	30,808	32,013	8,605	8,174	95.0	36,565	26,152	4,557	
Chase	4,811	6,345	1,343	1,258	93.7	4,149	3,184	339	
Chautauqua	7,377	9,233	2,060	1,903	92.4	7,281	5,414	586	
Cherokee	25,053	29,817	6,998	6,445	92.1	18,506	14,050	3,288	
Cheyenne	5,655	6,221	1,579	1,488	94.3	5,414	6,558	386	
Clark	3,937	4,081	1,099	1,037	94.4	4,508	3,987	460	
Clay	11,756	13,281	3,283	3,158	96.2	14,223	11,208	1,094	
Cloud	15,964	17,247	4,459	4,240	95.1	17,770	16,296	2,063	
Coffey	10,358	12,278	2,893	2,696	93.2	9,960	7,366	590	
Comanche	3,882	4,412	1,084	1,036	95.6	4,194	3,613	269	
Cowley	36,821	38,139	10,285	9,801	95.3	43,249	32,978	5,024	
Crawford	40,199	44,191	11,228	10,599	94.4	50,456	34,668	7,014	
Decatur	6,180	7,434	1,726	1,627	94.3	4,774	5,855	369	
Dickinson	20,973	22,929	5,858	5,647	96.4	22,354	19,070	2,945	
Doniphan	10,507	12,936	2,934	2,746	93.6	6,110	5,092	322	
Douglas	34,016	25,171	9,501	9,044	95.2	39,121	27,339	4,378	
Edwards	5,927	6,377	1,655	1,570	94.9	5,301	5,614	469	
Elk	6,648	8,180	1,856	1,731	93.3	5,115	3,643	397	
Ellis	18,956	17,508	5,294	5,013	94.7	16,978	19,638	2,047	
Ellsworth	8,427	9,855	2,353	2,258	96.0	7,659	7,681	873	
Finney	15,105	10,092	4,219	3,944	93.5	23,148	24,586	2,191	
Ford	19,694	17,254	5,501	5,275	95.9	24,486	31,467	3,266	
Franklin	19,878	20,889	5,552	5,246	94.5	20,261	17,129	2,534	
Geary	19,057	15,222	5,323	5,147	96.7	14,262	15,173	1,763	
Gove	4,424	4,793	1,235	1,138	92.2	2,792	4,008	196	
Graham	5,018	6,071	1,401	1,284	91.7	2,905	4,264	268	
Grant	4,654	1,946	1,300	1,227	94.4	1,566	4,957	(1) 931	
Gray	4,884	4,773	1,364	1,293	94.8	3,020	4,382	261	
Greeley	2,013	1,638	562	530	94.4	887	2,658	(2) 424	
Greenwood	13,562	16,495	3,788	3,534	93.3	14,808	12,966	1,134	
Hamilton	3,662	2,645	1,022	952	93.2	2,288	4,802	(3) 715	
Harper	10,239	12,068	2,860	2,734	95.6	12,056	9,930	949	
Harvey	21,604	21,712	6,034	5,804	96.2	23,995	20,720	2,510	
Haskell	2,564	2,088	716	679	94.9	1,415	2,565	(1)	
Hodgeman	3,308	3,535	924	873	94.5	1,529	2,205	121	
Jackson	11,096	13,382	3,099	2,882	93.0	8,206	8,125	613	
Jefferson	11,088	12,718	3,097	2,870	92.7	5,754	6,969	530	
Jewell	9,702	11,970	2,710	2,533	93.5	6,414	5,248	497	
Johnson	61,466	33,327	17,169	16,619	96.8	22,656	24,224	2,788	
Kearny	3,575	2,525	998	958	96.0	1,490	3,242	(3)	
Kingman	10,326	12,001	2,884	2,748	95.3	9,884	8,369	710	
Kiowa	4,750	5,112	1,326	1,274	96.1	3,698	4,886	329	
Labette	29,182	30,352	8,151	7,670	94.1	28,372	23,634	3,217	
Lane	2,810	2,821	784	755	96.4	2,396	3,384	(4) 658	
Leavenworth	41,600	41,112	11,620	11,062	95.2	27,396	23,034	3,849	
Lincoln	6,618	8,338	1,848	1,761	95.3	4,773	4,798	447	
Linn	10,015	11,969	2,797	2,545	91.0	7,395	5,744	546	
Logan	4,199	3,688	1,172	1,099	93.8	2,980	5,510	(5) 500	
Lyon	26,427	26,424	7,381	7,026	95.2	29,825	26,912	3,423	
McPherson	23,520	24,152	6,569	6,299	95.9	24,561	23,979	3,406	
Marion	16,286	18,951	4,549	4,330	95.2	15,187	14,475	1,218	
Marshall	17,899	20,986	4,999	4,769	95.4	16,865	14,615	1,568	
Meade	5,707	5,522	1,594	1,501	94.2	5,452	6,346	491	
Miami	19,651	19,489	5,489	5,137	93.6	14,187	12,411	1,468	
Mitchell	10,302	11,339	2,877	2,733	95.0	11,752	12,970	947	
Montgomery	46,517	49,729	12,993	12,148	93.5	55,157	42,452	8,881	
Morris	8,488	10,363	2,370	2,246	94.8	7,508	5,974	564	
Morton	2,606	2,186	727	668	92.0	1,980	3,485	(6) 359	
Nemaha	14,323	16,761	4,000	3,800	95.0	10,715	11,008	951	
Neosho	20,438	22,210	5,708	5,342	93.6	20,448	16,809	2,360	
Ness	6,296	6,864	1,758	1,656	94.2	4,264	5,867	291	
Norton	8,765	9,831	2,448	2,252	92.0	7,092	9,303	732	
Osage	12,788	15,118	3,572	3,354	93.9	9,696	7,655	650	
Osborne	8,539	9,835	2,385	2,272	95.3	7,469	7,981	841	
Ottawa	7,169	9,224	2,002	1,923	96.1	6,019	5,422	481	
Pawnee	11,055	10,300	3,087	2,954	95.7	10,300	11,166	976	
Phillips	9,260	10,435	2,586	2,428	93.9	7,866	7,673	657	
Pottawatomie	12,324	14,015	3,442	3,256	94.6	11,093	10,188	676	
Pratt	12,128	12,348	3,387	3,268	96.5	15,713	14,144	1,458	
Rawlins	5,701	6,618	1,592	1,512	95.0	4,150	5,725	436	
Reno	53,992	52,165	15,081	14,462	95.9	71,637	61,744	10,507	
Republic	11,413	13,124	1,592	1,494	93.9	9,375	7,628	765	
Rice	15,593	17,213	4,355	4,206	96.6	18,733	13,550	1,918	
Riley	33,574	20,617	9,378	9,012	96.1	30,429	25,829	3,350	
Rooks	9,030	8,497	2,522	2,380	94.4	6,225	8,997	720	
Rush	7,219	8,285	2,016	1,909	94.7	5,755	7,463	563	
Russell	13,378	13,464	3,736	3,560	95.3	13,621	13,326	1,772	

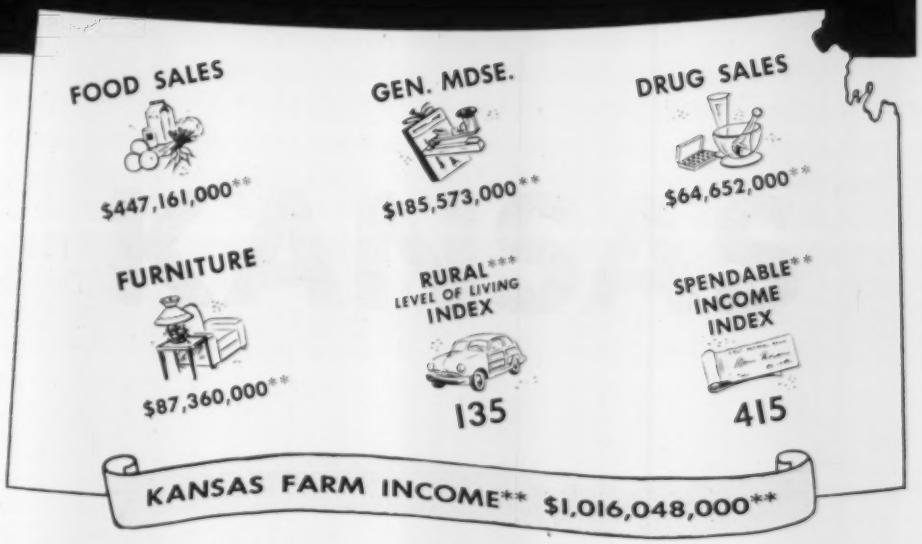
Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

(Continued on page 90)

HERE'S MORE VALUABLE INFORMATION ABOUT THE KANSAS MARKET

Presented by WIBW—the station most listened to* by the buying families of Kansas, the First Families of Agriculture.

Last year Kansas had a gross farm income of over *one billion dollars*. About 75% of the population lives outside a metropolitan area—on farms and in small towns through which passes the bulk of this billion dollar income. Your market is made up of those directly or indirectly dependent on agriculture.



Kansas families last year spent at retail $3,295 against a national average of $2,990.** The state's index of gain in retail sales during the past decade is 415—one of the highest in the U. S.***

Gross cash income per Kansas farm is **$7,196****

Our audience knows our talent by their first names

WIBW A Farm Station Dominating A Farm Market

HERE'S WHAT WE MEAN BY A "FARM MARKET." Remember that farms are usually family units, living rent-free and producing much of their own food. A full decade of high prices for all farm products has made them and their surrounding small towns the most attractive, unexploited markets in America today.

HERE'S WHAT WE MEAN BY A "FARM STATION." For twenty-six years WIBW has faithfully served the interests and needs of agricultural families and communities. The result is that we have what amounts to a monopoly on an audience that controls the spending of more than a billion dollars. They're not only loyal, but they're responsive. Last year the WIBW mail room cleared $201,353.04 in cash and checks for our advertisers. Our farm service experts and entertainers are always the top drawing card at fairs and farm meetings.

Let us show you RESULTS that prove WIBW's sales influence in the farm market of Kansas, Nebraska, Missouri, and Oklahoma.

* Kansas Radio Audience '50. ** Sales Management '50. *** Consumer Markets '49-'50.

W I B W

SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM

CBS

Rep: CAPPER PUBLICATIONS, Inc. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

KANSAS RADIO MARKET DATA BY COUNTIES

(Continued from page 88)

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qu. 1948 ($000)
Saline	33,336	29,535	9,311	9,040	97.1	50,016	49,626	7,988	
Scott	4,894	3,773	1,367	1,309	95.8	3,923	6,854	(4)	
Sedgwick	.....	143,311	.....	.....	96.5	296,186	225,572	56,819	
Seward	9,953	6,540	2,780	2,635	94.8	11,526	17,423	1,618	
Shawnee	104,430	91,247	29,170	28,207	96.7	152,875	100,868	22,203	
Sheridan	4,594	5,312	1,283	1,195	93.2	2,603	3,791	208	
Sherman	7,355	6,421	2,054	1,906	92.8	7,470	10,150	881	
Smith	8,853	10,582	2,472	2,303	93.2	6,376	6,214	588	
Stafford	8,784	10,487	2,453	2,364	96.4	9,620	7,320	728	
Stanton	2,241	1,443	625	576	92.2	1,377	2,081	(6)	
Stevens	4,509	3,193	1,259	1,184	94.1	2,321	5,181	339	
Sumner	23,689	26,163	6,617	6,325	95.6	22,392	17,941	1,754	
Thomas	7,532	6,425	2,103	2,020	96.1	7,905	10,063	1,043	
Trego	5,853	5,822	1,634	1,534	93.9	3,999	4,811	367	
Wabaunsee	7,199	9,219	2,010	1,881	93.6	5,377	4,304	249	
Wallace	2,497	2,216	697	650	93.3	1,452	2,550	(5)	
Washington	12,957	15,921	3,619	3,405	94.1	9,223	7,173	670	
Wichita	2,632	2,185	735	687	93.5	2,245	4,317	(2)	
Wilson	14,793	17,723	4,132	3,875	93.8	12,620	10,258	1,731	
Woodson	6,699	8,014	1,871	1,741	93.1	4,960	4,463	359	
Wyandotte	164,621	145,071	45,983	44,373	96.5	167,440	108,174	39,383	

(1) Includes Grant and Haskell Counties. (2) Includes Greeley and Wichita Counties. (3) Includes Hamilton and Kearny Counties. (4) Includes Lane and Scott Counties. (5) Includes Logan and Wallace Counties. (6) Includes Morton and Stanton Counties.

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

KENTUCKY

SPOT RATE FINDER

ASHLAND, Boyd, 14,032 fam., 93.5% radio, 13,119 radio fam.

WCMI, 250w, 1340kc, CBS, Pearson, BMB

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	20.00	32.00	60.00
N	6.50	6.50	12.00	30.00	55.00	100.00

WCMI-FM, Chan. 229, 93.7mc, 4.3kw, Bonus

BOWLING GREEN, Warren, 11,784 fam., 85.5% radio, 10,075 radio fam.

WKCT, 1kw-D, 500w-N, 930kc, Holman

D	9.00	12.00	18.00	32.00	54.00	90.00
N	9.00	12.00	18.00	32.00	54.00	90.00

WLBJ, 250w, 1340kc, MBS, Burn-Smith

D		5.00	10.00	20.00	35.00	60.00
N		5.00	10.00	20.00	35.00	60.00

WBON (FM), Chan. 266, 101.1mc, 8.3kw, Bonus

CAMPBELLSVILLE, Todd, 3,597 fam., 83.9% radio, 3,017 radio fam.

WTCO, 1kw-D, 1150kc

	SB	1M	5M	15M	30M	1 Hr
D		3.00	5.00	10.00	18.00	30.00

CORBIN, Whitley, 8,918 fam., 83.1% radio, 7,410 radio fam.

WCTT, 250w, 1400kc, MBS, BMB

D	3.50	5.00	10.00	20.00	35.00	60.00
N	3.50	5.00	10.00	20.00	35.00	60.00

COVINGTON, Kenton, 29.058 fam., 97.6% radio, 28,360 radio fam.

WZIP, 250w-D, 1050kc, Pulse, Hooper, Conlan

D	12.00	12.00	15.00	25.00	44.00	75.00

DANVILLE, Boyle, 5,724 fam., 91.2% radio, 5,220 radio fam.

WHIR, 250w, 1230kc, Holman, Conlan, BMB

D	4.50	4.50	7.50	15.00	27.00	45.00
N	4.50	4.50	7.50	15.00	27.00	45.00

ELIZABETHTOWN, Hardin, 10,231 fam., 87.5% radio, 8,952 radio fam.

WIEL, 250w, 1400kc

D	2.75	2.75	4.75	10.00	18.00	30.00
N	2.75	2.75	4.75	10.00	18.00	30.00

FRANKFORT, Franklin, 7,244 fam., 92.4% radio, 6,693 radio fam.

WFKY, 250w, 1490kc, MBS, Wood

D	3.50	5.00	10.00	20.00	35.00	60.00
N	3.50	5.00	10.00	20.00	35.00	60.00

GLASGOW, Barren, 7,929 fam., 86.5% radio, 6,858 radio fam.

WKAY, 250w, 1490kc

D	5.00	5.00	10.00	20.00	35.00	60.00
N	5.00	5.00	10.00	20.00	35.00	60.00

HARLAN, Harlan, 19,956 fam., 89.7% radio, 17,900 radio fam.

WHLN, 250w, 1230kc, MBS, Burn-Smith, BMB

D		3.50	5.00	20.00	35.00	60.00
N		3.50	5.00	20.00	35.00	60.00

HAZARD, Perry, 12,971 fam., 86.4% radio, 11,206 radio fam.

WKIC, 250w, 1340kc, MBS, Clark, BMB

D	4.00	6.00	12.00	22.50	35.00	60.00
N	4.00	6.00	12.00	22.50	35.00	60.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

WKCT
(now fulltime)

Southern Kentucky's Star Salesman

Simple as A—B—C

★ Affiliated with American Broadcasting Co., and Park City Daily News.

★ Best in local, live-talent programming.

★ Coverage of 27 counties with 1000 watts on 930 kc.

Represented by
HAL HOLMAN

WKCT
Bowling Green, Kentucky

MARKET INDICATORS FOR KENTUCKY

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,931,588	'50	2,845,627	'40
% of U. S.	1.96%	'50	2.16%	'40
Families	818,879	'50	693,960	'40
Percent Radio	89.2%	'49	81%	'40
Radio Families	730,440	'50	557,000	'40
Retail Sales	$1,696,653,000	'49	1,677,541,000	'48
Retail Trade Employes	86,417	'48	57,636	'39
Wholesale Sales Volume	$1,784,142,000	'48	464,400,000	'39
Wholesale Trade Employes	26,597	'48	17,383	'39
Employment (Mid-March)	434,404	'48	420,287	'47
Taxable Payrolls (1st quarter)	$ 238,300,000	'48	214,156,000	'47
Income	$2,596,000,000	'48	880,000,000	'40
Percent distribution	1.26%	'48	1.16%	'40
Per Capita Income	$909	'48	308	'40
Percent of national per capita income	64%	'48	54%	'40
New Construction (Private)	$ 133,800,000	'47	44,300,000	'39
Residential	$ 39,500,000	'47	19,300,000	'39
Non-Residential	$ 37,800,000	'48	9,700,000	'39
Value added by Manufacture	$ 740,772,000	'47	186,485,000	'39
Automobile Registration	692,370	'49	616,400	'40
Telephones	414,100	'49	286,100	'40

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

* * *

HENDERSON, Henderson, 8,448 fam., 88.6% radio, 7,484 radio fam.

WSON, 500w-D, 860kc, MBS, Sears & Ayer

	SB	1M	5M	15M	30M	1 Hr
D		8.00	15.00	30.00	45.00	75.00

WSON-FM, Chan. 258, 99.5mc, 20kw
(No rates available)

HOPKINSVILLE, Christian, 11,837 fam., 83.8% radio, 9,919 radio fam.

WHOP, 250w, 1230kc, CBS, Sears & Ayer, Hooper

D	6.00	6.00	7.50	14.00	25.00	42.00
N	6.00	6.00	7.50	14.00	25.00	42.00

WHOP-FM, Chan. 254, 98.7mc, 8.8kw, Bonus

LEXINGTON, Fayette, 27,515 fam., 92.4% radio, 25,423 radio fam.

2 AM non-affiliates, average 1-time rate

D	8.00	8.00	21.25	37.50	57.50	97.50
N	8.00	8.00	21.25	37.50	57.50	97.50

NAB **WHIR** BMB

The Plus Station
in
Kentucky

Covers the wealthiest per capita area of Kentucky at a minimum 250 watt rate card price.

Proven sales ability—for details, contact station direct or the Hal Holman Company.

WHIR
Danville,
KENTUCKY
250 watts - fulltime - **1230** kc

WKLX, 1kw, 1300kc, Walker

	SB	1M	5M	15M	30M	1 Hr
D	10.00	10.00	30.00	50.00	75.00	125.00
N	10.00	10.00	30.00	50.00	75.00	125.00

WLAP, 5kw-D, 1kw-N, 630kc, ABC, Pearson, BMB, Hooper

D	10.00	10.00	20.00	30.00	50.00	80.00
N	15.00	15.00	25.00	45.00	70.00	120.00

WLAP-FM, Chan. 233, 94.5mc, 4.6kw, Bonus

WLEX, 250w, 1340kc, Ra-Tel

D	6.00	6.00	12.50	25.00	40.00	70.00
N	6.00	6.00	12.50	25.00	40.00	70.00

LOUISVILLE, Jefferson, 135,973 fam., 94.9% radio, 129,038 radio fam.

4 AM affiliates, average 1-time rate

D	17.76	18.88	30.37	52.00	79.25	130.00
N	34.37	35.87	38.33	102.50	153.75	256.25

2 AM non-affiliates, average 1-time rate

D			22.30	33.45	55.75	

WAVE, 5kw, 970kc, NBC, Free & Peters

D	15.00	20.00	30.00	50.00	75.00	125.00
N	30.00	37.50	60.00	100.00	150.00	250.00

WRXW (FM), Chan. 236, 95.1mc, 16.2kw, Free & Peters

D	7.50	10.00	12.00	16.00	26.00	38.00
N	10.00	15.00	18.00	22.00	35.00	50.00

WAVE-TV, Chan. 5, 5kw-aur., 7kw-vis., ABC, NBC, Dumont

D	37.50	37.50	47.00	75.00	112.50	187.50
N	50.00	50.00	62.50	100.00	150.00	250.00

WGRC, 250w, 1400kc, MBS, Walker (CP 5kw-D, 1kw-N)

D	6.55	6.55	12.50	25.00	37.50	62.50
N	12.50	12.50	25.00	50.00	75.00	125.00

WBOX (FM), Chan. 264, 100.7mc, 29.8kw, Bonus

WHAS, 50kw, 840kc, CBS, Petry, Hooper

D	37.50	37.50	62.50	100.00	150.00	250.00
N	75.00	75.00		200.00	300.00	500.00

WHAS-FM, Chan. 259, 99.7mc, 24kw, Bonus

WHAS-TV, Chan. 9, 7.2kw-aud.; 9.6kw-vis., CBS-TV, Petry

D	30.00	30.00	47.00	75.00	112.50	187.50
N	40.00	40.00	62.50	100.00	150.00	250.00

WINN, 250w, 1240kc, ABC, Taylor

D		8.00	13.00	26.00	39.00	65.00
N		12.00	20.00	40.00	60.00	100.00

WKLO, 5kw-D, 1kw-N, 1080kc, ABC, Blair

D	12.00	15.00	20.00	40.00	60.00	100.00
N	20.00	25.00	40.00	80.00	120.00	200.00

WKYW, 1kw-D, 900kc, Burn-Smith Hooper

D	5.00	8.00		23.00	34.50	57.50

WLOU, 1kw-D, 1350kc, Cooke

D				21.60	32.40	54.00

MADISONVILLE, Hopkins, 10,642 fam., 87.8% radio, 9,343 radio fam.

WFMW, 250w-D, 730kc, Sears & Ayer

	SB	1M	5M	15M	30M	1 Hr
D			8.00	12.00	22.00	40.00

WFMW-FM, Chan. 285, 104.9mc, 420w, Bonus

MAYFIELD, Graves, 8,752 fam., 87.3% radio, 7,640 radio fam.

2 AM non-affiliates, average 1-time rate

D			4.50	9.00	20.00	35.00	60.00

WKTM, 1kw-D, 1050kc, Sears & Ayer

D	4.00	5.00	10.00	20.00	35.00	60.00

WNGO, 1kw-D, 1320kc, Friedenberg

D			4.00	8.00	20.00	35.00	60.00

MAYSVILLE, Mason, 5,128 fam., 90.3% radio, 4,630 radio fam.

WFTM, 250w, 1240kc, Grant, BMB

D	2.95	3.60	6.00	12.00	18.00	30.00
N	2.95	3.60	6.00	12.00	18.00	30.00

MIDDLESBORO, Bell, 13,275 fam., 85.0% radio, 11,283 radio fam.

WMIK, 500w-D, 560kc, MBS, Holman, Conlan

D			2.75	7.36	11.04	16.56	27.60

MURRAY, Calloway, 5,567 fam., 86.7% radio, 4,826 radio fam.

WNBS, 250w, 1340kc

D	4.00	4.00	10.00	18.00	30.00	50.00
N	4.00	4.00	12.00	28.00	36.00	60.00

NEWPORT, Campbell, 21,010 fam., 97.6% radio, 20,505 radio fam.

WNOP, 1kw-D, 740kc, Forjoe

D	6.75	9.00	18.00	36.00	54.00	90.00

OWENSBORO, Daviess, 16,081 fam., 91.0% radio, 14,633 radio fam.

WOMI, 250w, 1490kc, MBS, Burn-Smith

D	4.00	4.00	8.00	20.00	35.00	60.00
N	4.00	4.00	8.00	20.00	35.00	60.00

WOMI-FM, Chan. 223, 92.5mc, 60kw, Bonus

WVJS, 1kw, 1420kc, Rambeau

D	4.50	6.00	8.00	20.00	30.00	50.00
N	6.00	8.00	12.00	30.00	45.00	75.00

WVJS-FM, Chan. 241, 96.1mc, 45 kw, Rambeau, Bonus

PADUCAH, McCracken, 13,604 fam., 87.7% radio, 11,930 fam.

2 AM affiliates, average 1-time rate

D	6.50	6.50	11.50	23.00	37.00	62.50

WKYB, 1kw-D, 800kc, MBS, Ra-Tel

	SB	1M	5M	15M	30M	1 Hr
D	6.50	6.50	13.00	26.00	39.00	65.00

WKYC (FM), Chan. 227, 93.3mc, 32kw

D	4.00	4.00	6.00	12.50	24.00	42.00

WPAD, 250w, 1450kc, CBS, Conlan

D	6.50	6.50	10.00	20.00	35.00	60.00
N	6.50	6.50	10.00	20.00	35.00	60.00

WPAD-FM, Chan. 245, 96.9mc, 18kw, Sears & Ayer

D			6.00	9.00	15.00	25.00
N			6.00	9.00	15.00	25.00

PAINTSVILLE, Johnson, 6,654 fam., 85.1% radio, 5,662 radio fam.

WSIP, 250w, 1490kc, MBS

D	5.00	6.50	10.50	15.00	27.00	45.00
N	6.00	7.50	15.00	18.75	33.00	54.00

PIKEVILLE, Pike, 22,677 fam., 84.7% radio, 19,207 radio fam.

WLSI, 1kw-D, 900kc

D	7.00	8.50	16.50	30.00	45.00	75.00

WPKE, 250w, 1240kc, MBS

D			4.43	7.94	15.87	24.00	
N			4.43	7.94	15.87	24.00	

PRESTONBURG, Floyd, 14,936 fam., 86.6% radio, 12,934 radio fam.

WPRT, 1kw-D, 960kc
(No rates available)

PRINCETON, Caldwell, 3,684 fam., 85.5% radio, 3,149 fam.

WPKY, 250w-D, 1580kc

D			1.95	4.00	9.60	14.40	24.00

SOMERSET, Pulaski, 10,780 fam., 84.2% radio, 9,076 radio fam.

In Louisville

Your Best Buy

is

WLOU

1,000 w 1350 k

Louisville Listens to LOU

Louisville Broadcasting Corp.,
2549 South Third Street

Represented by:
Sears & Ayer

WSFC, 250w, 1240kc, MBS, Colton, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	20.00	35.00	60.00
N	5.00	5.00	10.00	20.00	35.00	60.00

VANCLEVE, Breathitt, 5,565 fam., 75.2% radio, 4,184 radio fam.

WMTC, 1kw-D, 730kc, Continental

D			3.75	6.70	13.35	23.35	40.00

VERSAILLES, Woodford, 3,125 fam., 91.9% radio, 2,871 radio fam.

WVLK, 1kw, 590kc, MBS, Burn-Smith

D	5.00	6.00	14.00	28.00	42.00	70.00
N	8.00	9.00	20.00	40.00	60.00	100.00

WKYB

in Paducah, Kentucky

is going

FULLTIME

in the early fall

1,000 w. day 500 w. night

570 kilocycles

WAVE-TV— FIRST IN LOUISVILLE SINCE 1948!

Ask your local distributor about the television situation in this area. You'll find that WAVE-TV is preferred *because:*

- Three networks—NBC, ABC, DuMont
- Heads-up local programming including many sports *exclusively*
- 3 to 1 superiority in program ratings
- A really clear picture

Yes, these are just words. But *ask your local people* . . . and know the facts.

LOUISVILLE'S WAVE-TV
CHANNEL 5
FREE & PETERS, INC.
National Representatives

YEW WON'T GIT FIR IN HICKORY(Ky.)!

The Hickory in our State is so Fir from home that WAVE don't Pine to git there, a-tall. . . .

The Apple of our eye is the blossoming 27-county Louisville Trading Area. It's Poplar with advertisers, too, because *average family buying power is 41% above that of all the rest of the State combined!*

That's tall timber to top—so before somebody Palms Hickory off on you, get the facts about WAVE, *Louisville.* We won't clip you, trim you, or *Gum* you up. Oak?

LOUISVILLE'S WAVE
NBC AFFILIATE . . 5000 WATTS . . 970 KC
FREE & PETERS, INC.
National Representatives

ABC

AMERICAN BROADCASTING COMPANY IN LOUISVILLE, KY.

WK★LO

1080
KILOCYCLES

5000 WATTS-DAYS
1000 WATTS-NIGHTS

BALANCED PROGRAMING for
. . . Better Listening
. . . More Listeners
. . . More Power for Your Sales Message in Kentuckiana

Owned and Operated by
MID-AMERICA BROADCASTING CORPORATION
Henry Clay Hotel—Louisville 2, Ky.
REPRESENTED NATIONALLY BY . . . JOHN BLAIR & COMPANY

KENTUCKY RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Adair	17,608	18,566	4,918	4,037	82.1	4,014	4,638	(1) 1,124	(1) 314
Allen	13,720	15,496	3,832	3,195	83.4	5,459	5,421	1,008	294
Anderson	9,002	8,936	2,514	2,292	91.2	4,217	5,420	(2) 1,309	(2) 540
Ballard	8,540	9,480	2,385	2,108	88.4	2,848	3,158	136	41
Barren	28,386	27,559	7,929	6,858	86.5	13,463	17,098	2,632	948
Bath	10,376	11,451	2,896	2,521	87.0	2,800	2,393	(3) 369	(3) 138
Bell	47,528	43,812	13,275	11,283	85.0	19,911	26,450	7,135	3,733
Boone	13,012	10,820	3,634	3,372	92.8	3,563	4,627	(4) 1,704	(4) 746
Bourbon	17,772	17,932	4,964	4,512	90.9	10,298	11,809	1,695	725
Boyd	50,237	45,938	14,032	13,119	93.5	40,199	37,614	11,470	7,842
Boyle	20,493	17,075	5,724	5,220	91.2	12,854	17,313	2,963	1,351
Bracken	8,468	9,389	2,365	2,156	91.2	3,982	3,653	565	169
Breathitt	19,924	23,946	5,565	4,184	75.2	2,799	3,038	375	130
Breckinridge	15,459	17,744	4,318	3,678	85.2	4,527	4,720	411	129
Bullett	11,347	9,511	3,169	2,782	87.8	2,616	3,277	(5) 433	(5) 160
Butler	11,451	14,371	3,198	2,580	80.7	2,162	1,815	(6) 366	(6) 102
Caldwell	13,189	14,499	3,684	3,149	85.5	6,720	6,833	1,331	462
Calloway	19,933	19,041	5,567	4,826	86.7	8,696	11,006	1,953	688
Campbell	75,216	71,918	21,010	20,505	97.6	64,020	47,655	10,656	6,616
Carlisle	6,196	7,650	1,730	1,531	88.5	2,319	2,264	(7) 2,055	(7) 711
Carroll	8,486	8,657	2,370	2,128	89.8	6,223	7,162	(4)	(4)
Carter	22,551	25,545	6,299	5,354	85.0	6,408	6,103	1,725	865
Casey	17,453	19,962	4,875	3,919	80.4	2,754	3,352	146	46
Christian †	42,378	36,129	11,837	9,919	83.8	17,300	25,758	5,048	2,153
Clark	18,801	17,988	5,251	4,689	89.3	12,864	14,443	2,207	1,029
Clay	23,120	23,901	6,458	5,108	79.1	3,267	3,775	1,332	479
Clinton	10,602	10,279	2,961	2,413	81.5	2,084	2,328	(8) 863	(8) 238
Crittenden	10,835	12,115	3,026	2,690	88.9	4,339	4,368	965	472
Cumberland	9,298	11,923	2,597	2,119	81.6	2,552	2,562	(8)	(8)
Daviess	57,573	52,335	16,081	14,633	91.0	45,417	44,364	12,316	6,163
Edmonson	9,768	11,344	2,728	2,253	82.6	2,006	1,656	(6)	(6)
Elliott	7,103	8,713	1,984	1,607	81.0	1,260	611	(9) 1,111	(9) 449
Estill	14,676	17,978	4,099	3,385	82.6	5,507	4,141	(10) 817	(10) 256
Fayette	98,506	78,899	27,515	25,423	92.4	122,596	107,419	25,160	11,545
Fleming	11,976	13,227	3,345	2,956	88.4	5,165	4,584	(11) 507	(11) 196
Floyd	53,473	52,986	14,936	12,934	86.6	15,634	19,302	9,377	5,642
Franklin	25,936	23,308	7,244	6,693	92.4	19,149	18,945	6,719	3,245
Fulton	13,627	15,413	3,806	3,349	88.0	11,714	12,042	(7)	(7)
Gallatin	3,957	4,307	1,105	970	87.8	1,852	1,636	(4)	(4)
Garrard	10,965	11,910	3,062	2,709	88.5	4,776	4,457	369	177
Grant	9,808	9,876	2,739	2,440	89.1	5,242	4,547	(12) 822	(12) 282
Graves	31,333	31,763	8,752	7,640	87.3	17,174	17,522	5,096	2,153
Grayson	17,049	17,562	4,762	3,900	81.9	4,961	5,155	435	145
Green	11,236	12,321	3,138	2,651	84.5	2,754	3,471	(1)	(1)
Greenup	24,876	24,917	6,948	6,190	89.1	5,974	6,158	794	368
Hancock	5,841	6,807	1,631	1,399	85.8	2,236	1,758	136	81
Hardin	36,628	29,108	10,231	8,952	87.5	16,630	18,492	(13) 2,123	(13) 917
Harlan	71,443	75,275	19,956	17,900	89.7	38,571	36,893	16,535	11,324
Harrison	13,719	15,124	3,832	3,467	90.5	11,325	9,122	942	434
Hart	15,314	17,239	4,277	3,601	84.2	4,962	6,252	777	208
Henderson	30,247	27,020	8,448	7,484	88.6	19,380	20,386	4,822	2,307
Henry	11,405	12,220	3,185	2,888	90.7	5,367	5,182	360	109
Hickman	7,797	9,142	2,177	1,900	87.3	3,033	2,536	(7)	(7)
Hopkins	38,100	37,789	10,642	9,343	87.8	20,349	24,989	6,935	4,189

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

(Continued on page 94)

KENTUCKY RADIO MARKET DATA BY COUNTIES

(Continued from page 92)

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Jackson	13,089	16,339	3,656	2,891	79.1	2,349	1,930	340	
Jefferson	486,785	385,392	135,973	129,038	94.9	491,462	457,188	155,660	
Jessamine	12,446	12,174	3,476	3,065	88.2	6,752	5,554	472	
Johnson	23,823	25,771	6,654	5,662	85.1	10,174	10,180	2,854	
Kenton	104,030	93,139	29,058	28,360	97.6	90,110	75,897	12,565	
Knott	20,336	20,007	5,680	4,509	79.4	2,042	2,564	1,028	
Knox	30,393	31,029	8,489	7,054	83.1	6,549	6,248	1,482	
Larue	9,949	9,622	2,779	2,387	85.9	3,462	4,546	496	
Laurel	25,760	25,640	7,195	5,957	82.8	6,073	8,649	1,044	
Lawrence	14,409	17,275	4,024	3,331	82.8	3,267	3,664	444	
Lee	8,727	10,860	2,437	2,000	82.1	2,318	1,480	(14) 330	(14)
Leslie	15,520	14,981	4,335	3,272	75.5	1,680	2,276	450	
Letcher	39,497	40,592	11,032	9,531	86.4	11,994	15,825	6,842	
Lewis	13,526	15,686	3,778	3,188	84.4	2,646	3,189	435	
Lincoln	18,655	19,859	5,210	4,496	86.3	6,020	6,229	489	
Livingston	7,185	9,127	2,006	1,729	86.2	1,883	1,919	277	
Logan	22,311	23,345	6,232	5,309	85.2	9,645	11,550	(15) 2,429	(15)
Lyon	6,847	9,067	1,912	1,674	87.6	2,457	1,584	211	
McCracken	48,703	48,534	13,604	11,930	87.7	52,404	44,135	9,395	
McCreary	16,685	16,451	4,660	3,933	84.4	5,009	5,220	1,914	
McLean	10,012	11,446	2,796	2,496	89.3	3,267	2,911	449	
Madison	31,064	28,541	8,677	7,479	86.2	16,660	15,808	1,816	
Magoffin	13,826	17,490	3,862	3,008	77.9	1,915	1,793	484	
Marion	17,217	16,913	4,809	4,150	86.3	6,844	9,005	1,542	
Marshall	13,365	16,602	3,733	3,277	87.8	4,916	4,886	658	
Martin	11,681	10,970	3,262	2,576	79.0	1,244	1,612	385	
Mason	18,361	19,066	5,128	4,630	90.3	14,017	16,212	3,555	
Meade	9,420	8,827	2,631	2,317	88.1	2,707	3,498	(13)	
Menifee	4,798	5,691	1,340	1,059	79.1	1,011	587	(3)	
Mercer	14,591	14,629	4,075	3,638	89.3	7,576	8,422	1,212	
Metcalfe	9,860	10,853	2,754	2,277	82.7	1,509	1,998	(1)	
Monroe	13,767	14,070	3,845	3,225	83.9	2,965	4,293	429	
Montgomery	12,976	12,280	4,624	3,990	86.3	8,048	8,098	1,221	
Morgan	13,635	16,827	3,808	3,023	79.4	2,458	1,939	(9)	
Muhlenberg	32,216	37,554	8,998	7,738	86.0	15,042	14,772	4,517	
Nelson	19,556	18,004	5,462	4,790	87.7	7,529	9,713	1,862	
Nicholas	7,524	8,617	2,101	1,920	91.4	3,423	2,903	233	
Ohio	20,706	24,421	5,783	5,436	94.0	6,176	5,900	1,260	
Oldham	11,003	10,716	3,073	2,781	90.5	3,220	4,055	308	
Owen	9,754	10,942	2,724	2,421	88.9	4,045	3,642	311	
Owsley	7,317	8,957	2,043	1,595	78.1	1,103	437	(14)	
Pendleton	9,611	10,392	2,684	2,426	90.4	4,231	3,287	(12)	
Perry	46,439	47,828	12,971	11,206	86.4	23,738	23,216	9,743	
Pike	81,186	71,122	22,677	19,207	84.7	23,923	31,214	12,325	
Powell	6,992	7,671	1,953	1,564	80.1	871	1,265	(10)	
Pulaski	38,594	39,863	10,780	9,076	84.2	12,912	15,820	2,956	
Robertson	3,326	3,419	929	836	90.0	1,244	609	(11)	
Rockcastle	13,837	17,165	3,865	3,084	79.8	3,264	3,194	273	
Rowan	12,666	12,734	3,537	3,020	85.4	4,685	4,865	(9)	
Russell	13,726	13,615	3,834	3,419	89.2	2,530	2,946	(8)	
Scott	15,092	14,314	4,215	3,810	90.4	8,454	8,292	1,106	
Shelby	17,899	17,759	4,999	4,509	90.2	10,796	11,580	1,281	
Simpson	11,651	11,752	3,254	2,762	84.9	6,548	8,181	(15)	
Spencer	6,184	6,757	1,727	1,537	89.0	1,997	2,688	(5)	
Taylor	14,368	13,556	4,013	3,495	87.1	5,762	7,589	1,122	
Todd	12,878	14,234	3,597	3,017	83.9	4,617	4,646	478	
Trigg	9,677	12,784	2,703	2,246	83.1	3,142	3,440	263	
Trimble	5,145	5,601	1,437	1,283	89.3	917	970	112	
Union	14,493	17,411	4,048	3,631	89.7	8,089	10,275	1,141	
Warren	42,190	36,631	11,784	10,075	85.5	26,620	30,504	5,656	
Washington	12,768	12,965	3,566	3,163	88.7	5,335	5,350	(2)	
Wayne	16,468	17,204	4,600	3,730	81.1	4,023	4,295	579	
Webster	15,509	19,198	4,332	3,695	85.3	8,384	7,155	1,196	
Whitley	31,930	33,186	8,918	7,410	83.1	14,950	15,485	2,355	
Wolfe	7,607	9,997	2,124	1,660	78.2	1,151	997	(14)	
Woodford	11,188	11,847	3,125	2,871	91.9	6,207	5,694	511	

(1) Includes Adair, Green and Metcalfe Counties. (2) Includes Anderson and Washington Counties. (3) Includes Bath and Menifee Counties. (4) Includes Boone, Carroll and Gallatin Counties. (5) Includes Bullitt and Spencer Counties. (6) Includes Butler and Edmonson Counties. (7) Includes Carlisle, Fulton and Hickman Counties. (8) Includes Clinton, Cumberland and Russell Counties. (9) Includes Elliott, Morgan and Rowan Counties. (10) Includes Estill and Powell Counties. (11) Includes Fleming and Robertson Counties. (12) Includes Grant and Pendleton Counties. (13) Includes Hardin and Meade Counties. (14) Includes Lee, Owsley and Wolfe Counties. (15) Includes Logan and Simpson Counties.

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

WHAS MAKES PEOPLE IN KENTUCKIANA

SHOP LOOK and LISTEN

WHAS-TV
Louisville, Kentucky

TELEVISION IN THE WHAS TRADITION

THE WHAS-TV MARKET*
Population 746,980
Retail Sales $601,242,000
Food Sales $135,429,000
Effective Buying Income $936,294,000
*Based on WHAS-TV half millivolt contour.

CBS
WHAS
Louisville, Kentucky

50,000 WATTS • 1A CLEAR CHANNEL • 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market.

THE WHAS KENTUCKIANA MARKET*
Population 3,414,200
Retail Sales $2,007,859,000
Food Sales $474,196,000
Effective Buying Income $2,993,562,000
*Primary coverage in all of Kentucky plus 25 Southern Indiana Counties.

VICTOR A. SHOLIS, Director
NEIL D. CLINE, Sales Director

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

LOUISIANA

SPOT RATE FINDER

ABBEVILLE, Vermilion, 10,297 fam., 79.0% radio, 8,134 radio fam.
KROF, 1kw-D, 960kc

	SB	1M	5M	15M	30M	1 Hr
D	6.15	5.55	10.45	22.00	35.25	65.50

ALEXANDRIA, Rapides, 25,110 fam., 82.7% radio, 20,765 radio fam.

3 AM affiliates, average 1-time rate

D	5.75	7.50	11.83	18.66	27.33	45.00
N	9.50	13.00	20 33	32 66	49.33	80.00

KALB, 5kw-D, 1kw-N, 580kc, ABC, Weed, Conlan

D	6.25	7.50	12.50	20.00	30.00	50.00
N	12.50	15.00	25.00	40.00	60.00	100.00

KALB-FM, Chan. 245, 96.9mc, 11kw, Weed, Bonus
KSYL, 250w, 1400kc, NBC, Ra-Tel, BMB

D	4.00	5.00	8.00	16.00	22.00	35.00
N	6.00	8.00	12.00	26.00	40.00	65.00

KVOB, 1kw, 970kc, MBS, Continental, Conlan, Hooper

D	7.00	10.00	15.00	20.00	30.00	50.00
N	10.00	16.00	24.00	32.00	48.00	75.00

KVOB-FM, Chan. 259, 99.7mc, 5kw, Bonus

BASTROP, Morehouse, 8,955 fam., 78.6% radio, 7,038 radio fam.
KTRY, 250w-D, 730kc, Friedenberg

D	4.00	6.00	10.00	16.00	24.00	40.00

BATON ROUGE, E. Baton Rouge, 43,710 fam., 89.8% radio, 39,251 radio fam.

3 AM affiliates, average 1-time rate

D	6.00	7.00	12.00	24.00	36.00	60.00
N	9.16	10.66	20.66	41.33	62.00	103.33

WAFB, 5kw-D, 1kw-N, 1460kc, MBS, Walker, Conlan

D	6.00	6.00	12.00	24.00	36.00	60.00
N	9.00	9.00	18.00	36.00	54.00	90.00

WAFB-FM, Chan. 282, 104.3mc, 3kw, Walker, Bonus
WIBR, 250w-D, 1220kc

D	6.00	10.00	12.00	24.00	40.00	60.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

Positively North Louisiana's Lowest-Cost-Per-Listener-Station*

*Facts and Figures on Request

KTBS
THE LOUISIANA PURCHASE, SHREVEPORT, LOUISIANA
10,000 WATTS (5,000 NIGHTS) 710 KC
AFFILIATED WITH NBC AND TEXAS QUALITY NETWORK
REPRESENTED BY EDWARD PETRY & COMPANY, INC.

WJBO, 5kw, 1150kc, NBC, Hollingbery, BMB

	SB	1M	5M	15M	30M	1 Hr
D	7.00	10.00	14.00	28.00	42.00	70.00
N	10.50	15.00	28.00	56.00	84.00	140.00

WBRL (FM), Chan. 251, 98.1mc, 7.6kw, Hollingbery, Bonus

WLCS, 250w, 1400kc, ABC, Ra-Tel

D	5.00	5.00	10.00	20.00	30.00	50.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WLCS-FM, Chan. 266, 101.1mc, 0.9kw, Bonus

BOGALUSA, Washington, 10,887 fam., 82.5% radio, 8,981 radio fam.

WIKC, 250w, 1490kc, MBS

D	4.00	6.00	12.00	24.00	36.00	60.00
N	4.00	6.00	12.00	24.00	36.00	60.00

CROWLEY, Acadia, 13,126 fam., 77.9% radio, 10,225 radio fam.

KSIG, 250w, 1450kc, McGillvra, BMB

D	4.65	4.20	6.00	12.50	20.00	32.00
N	6.95	6.20	9.00	18.75	30.00	48.00

HAMMOND, Tangipahoa, 14,819 fam., 81.3% radio, 12,047 radio fam.

WIHL, 250w-D, 730kc

D	4.00	4.50	9.00	15.00	27.00	45.00

HOUMA, Terrebonne, 12,047 fam., 82.5% radio, 9,938 radio fam.

KCIL, 250w, 1490kc, MBS

D	6.25	7.00	9.75	18.25	35.00	63.25
N	6.25	7.00	9.75	18.25	35.00	63.25

LAFAYETTE, Lafayette, 15,909 fam., 79.8% radio, 12,695 radio fam.

KLFY, 500w-D, 1390kc

D	5.75	5.20	10.00	18.00	31.50	56.00

KVOL, 1kw, 1330kc, NBC

D	5.60	5.05	9.50	16.00	30.00
N	8.40	7.50	14.50	18.00	36.00

KVOL-FM, Chan. 241, 96.1mc, 15kw, Bonus

LAKE CHARLES, Calcasieu, 24,995 fam., 86.1% radio, 21,520 radio fam.

3 AM affiliates, average 1-time rate

D	5.08	6.75	10.25	16.00	25.50	42.50
N	8.66	11.66	18.75	29.83	49.16	80.00

KLOU, 1kw, 1580kc, CBS, Walker, BMB

D	6.00	8.00	12.00	18.00	30.00	50.00
N	9.00	12.00	24.00	36.00	60.00	100.00

KPLC, 5kw-D, 1kw-N, 1470kc, NBC, Weed, Conlan

D	6.00	9.00	12.75	17.00	27.50	45.00
N	12.00	18.00	22.50	34.00	55.00	90.00

KWSL, 250w, 1400kc, MBS

D	3.25	3.25	6.00	13.00	19.00	32.50
N	5.00	5.00	9.75	19.50	32.50	50.00

MONROE, Ouachita, 20,747 fam., 85.8% radio, 17,800 radio fam.

3 AM affiliates, average 1-time rates

D	4.21	4.43	8.43	20.26	30.16	49.90
N	6.55	6.81	12.08	29.33	43.50	73.33

KLIC, 250w, 1230kc, MBS

D	1.90	2.55	5.05	13.80	20.50	33.70
N	3.40	4.20	5.25	18.00	25.50	45.00

KMLB, 5kw-D, 1kw-N, 1440kc, ABC, Taylor

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

KMFM (FM), Chan. 281, 104.1mc, 17kw, Taylor, Bonus

KNOE, 5kw, 1390kc, NBC, Ra-Tel

D	4.75	4.75	8.25	23.00	34.00	56.00
N	6.25	6.25	11.00	30.00	45.00	75.00

NATCHITOCHES, Natchitoches, 10,543 fam., 79.1% radio, 8,339 radio fam.

KWCJ, 250w, 1450kc

D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.00	10.00	16.00	24.00	40.00

NEW IBERIA, Iberia, 11,236 fam., 81.6% radio, 9,168 radio fam.

KANE, 250w, 1240kc, MBS

D	5.60	5.05	9.50	20.00	32.00	60.00
N	8.40	7.50	14.50	30.00	48.00	80.00

NEW ORLEANS, Orleans, 158,772 fam., 88.3% radio, 140,195 radio fam.

4 AM affiliates, average 1-time rate

D	19.33	19.50	29.00	51.50	86.25	141.25
N	34.66	41.33	53.25	198.25	160.00	257.50

MARKET INDICATORS FOR LOUISIANA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,669,043	'50	2,363,880	'40
% of U. S.	1.78%	'50	1.80%	'40
Families	745,542	'50	593,860	'40
Percent Radio	84.1%	'49	73.4%	'46
Radio Families	627,000	'50	478,000	'46
Retail Sales	$1,878,056,000	'49	1,666,671,000	'48
Retail Trade Employes	97,082	'48	66,893	'39
Wholesale Sales Volume	$2,159,905,000	'48	706,400,000	'39
Wholesale Trade Employes	35,135	'48	24,713	'39
Employment (Mid-March)	565,575	'48	407,889	'47
Taxable Payrolls (1st quarter)	$ 250,598,000	'48	204,411,000	'47
Income	$2,597,000,000	'48	847,000,000	'40
Percent distribution	1.26%	'48	1.12%	'40
Per Capita Income	$1,002	'48	357	'40
Percent of national per capita income	71%	'48	62%	'40
New Construction (Private)	$ 165,800,000	'47	44,800,000	'39
Residential	$ 60,900,000	'47	24,300,000	'39
Non-Residential	$ 72,600,000	'48	9,900,000	'39
Value added by Manufacture	$ 694,074,000	'47	198,527,000	'39
Automobile Registration	608,196	'49	518,601	'48
Telephones	432,700	'49	277,100	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

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5 AM non-affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	6.65	7.25	11.75	23.04	37.60	58.75
N	8.25	10.20	18.01	34.36	39.50	87.50

WCHF, 50kw-D, 25kw-N, 1540kc
(No rates available)

WDSU, 5kw, 1280kc, ABC, Blair, Hooper, BMB

D	14.00	14.00	18.00	36.00	54.00	90.00
N	22.00	22.00	36.00	72.00	108.00	180.00

WDSU-FM, Chan. 287, 105.3mc, 17.5kw, Blair, Bonus

WDSU-TV, Chan. 6, 15kw-aur., 31kw-vis., Blair

D	25.00	25.00	56.25	75.00	112.50	187.50
N	40.00	40.00	75.00	100.00	150.00	225.00

WJBW, 250w, 1230kc, Rambeau

D	8.75	7.00	12.00	22.00	40.00	60.00
N	12.50	10.00	20.00	35.00	60.00	90.00

WJBW-FM, Chan. 298, 107.5mc, 5kw (CP)

WJMR, 250w-D, 990kc

D	6.00	6.00	10.00	20.00	30.00	55.00

WRCM (FM), Chan. 248, 97.1mc, 61.2kw, Forjoe (Bonus daytime only)

N	6.00	6.00	10.00	20.00	30.00	55.00

WMRY, 500w-D, 600kc, Pearson, Hooper

D	7.00	7.00	12.00	24.00	36.00	60.00

WNOE, 50kw-D, 5kw-N, 1060kc, MBS, Ra-Tel

D		20.00	30.00	50.00	85.00	150.00
N		20.00	40.00	80.00	120.00	200.00

WSMB, 5kw, 1350kc, NBC, Petry

D	14.00	14.00	18.00	36.00	60.00	100.00
N	22.00	22.00	36.00	72.00	120.00	200.00

WSMB-FM, Chan. 274, 102.7mc, 270kw, Bonus

WTPS, 1kw-D, 500w-N, 940kc, Walker, Hooper

D	4.50	6.25	10.80	21.60	36.00	60.00
N	6.50	9.60	16.80	32.60	51.00	85.00

WTPS-FM, Chan. 239, 95.7mc, 55kw, Walker (rates upon request)

WWEZ, 5kw, 690kc, Hollingbery

D	6.00	9.00	13.80	27.60	46.00	
N	7.50	11.00	17.25	34.50	57.50	

* * *

WWL, 50kw, 870kc, CBS, Katz, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	30.00	30.00	50.00	84.00	146.00	225.00
N	60.00	60.00	101.00	169.00	292.00	450.00

WWLH(FM), Chan. 262, 100.3mc, 2kw, Bonus

OPELOUSAS, St. Landry, 21,889 fam., 77.8% radio, 17,029 radio fam.

KSLO, 250w, 1230kc, MBS, Sears & Ayer

D	4.65	4.20	7.95	16.50	26.50	53.00
N	6.95	6.20	11.90	25.00	40.00	80.00

RUSTON, Lincoln, 7,105 fam., 82.2% radio, 5,840 radio fam.

KRUS, 250w, 1490kc, MBS, Conlan

D	3.00	4.50	7.50	18.00	30.00	50.00
N	3.00	4.50	7.50	18.00	30.00	50.00

SHREVEPORT, Caddo, 48,815 fam., 87.2% radio, 42,566 radio fam.

4 AM affiliates, average 1-time rate

D	9.56	11.68	19.37	34.37	52.50	87.50
N	19.12	23.37	38.75	68.75	105.00	175.00

KCIJ, 5kw-D, 980kc, LBS, Hooper

D	9.00	9.00	15.00	23.75	37.50	62.50

KENT, 1kw-D, 500w-N, 1550kc, MBS, Walker, BMB, Hooper

D	7.00	8.00	12.50	20.00	30.00	50.00
N	14.00	16.00	25.00	40.00	60.00	100.00

KRMD, 250w, 1340kc, ABC, Taylor

D	7.50	8.75	12.50	20.00	30.00	50.00
N	15.00	17.50	25.00	40.00	60.00	100.00

KRMD-FM, Chan. 266, 101.1mc, 11kw, Bonus

KTBS, 10kw-D, 5kw-N, 710kc, NBC, Petry, Hooper, Conlan

D	10.00	12.00	22.50	37.50	60.00	100.00
N	20.00	24.00	45.00	75.00	120.00	200.00

KWKH, 50kw, 1130kc, CBS, Branham, Hooper, BMB, Conlan

D	13.75	18.00	30.00	60.00	90.00	150.00
N	27.50	36.00	60.00	120.00	180.00	300.00

KWKH-FM, Chan. 233, 94.5mc, 13.5kw, Branham, Bonus

WJBO

46,540* Families Listen to WJBO 6 or 7 Days or Nights Each Week!

*BMB Station Audience Report, 1949

DOMINATES BATON ROUGE

...the Nation's Newest Blue Ribbon Market

DRUG STORE SALES	$5,568,000
RANK	76
FURNITURE, HOUSEHOLD RADIO SALES	$10,938,000
RANK	87
RETAIL SALES	$154,746,000
RANK	88
POPULATION	120,400
RANK	94
GENERAL MERCHANDISE STORE SALES	$20,827,000
RANK	100
EFFECTIVE BUYING INCOME	$183,445,000
RANK	101
FOOD STORE SALES	$26,270,000
RANK	129

(Figures copyrighted by Sales Management Survey of Buying Power, 1949 Estimates of 200 largest cities.)

WJBO
5,000 Watts (AM)
WBRL
7,600 Watts (FM)
Baton Rouge, La.
Affiliated with State Times-Morning Advocate
Representative George P. Hollingbery Company

NBC AFFILIATE

LOUISIANA RADIO MARKET DATA BY PARISHES

Parish	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qr. 1948 ($000)
Acadia	46,994	46,260	13,126	10,225	77.9	24,603	23,945	4,190	1,4
Allen	18,752	17,540	5,237	4,262	81.4	6,500	7,618	2,093	9
Ascension	22,336	21,215	2,639	2,132	80.8	9,792	9,438	1,460	5
Assumption	17,241	18,541	4,815	3,861	80.2	8,047	4,596	967	2
Avoyelles	37,912	39,256	10,589	8,481	80.1	14,432	13,095	2,053	8
Beauregard	17,712	14,847	4,947	3,913	79.1	6,978	8,968	2,075	8
Bienville	19,088	23,933	5,331	4,408	82.7	8,838	6,766	1,437	4
Bossier	36,956	33,162	10,322	8,691	84.2	14,630	16,380	3,080	1,5
Caddo	174,759	150,203	48,815	42,566	87.2	204,804	170,234	40,513	22,5
Calcasieu	89,485	56,506	24,995	21,520	86.1	75,169	70,348	16,968	10,3
Caldwell	10,212	12,046	2,852	2,412	84.6	4,510	4,209	1,202	4
Cameron	6,235	7,203	1,741	1,471	84.5	1,678	1,612	127	
Catahoula	11,738	14,618	3,278	2,579	78.7	3,818	4,015	435	1
Claiborne	2,055	29,855	6,998	5,654	80.8	12,146	11,112	1,850	7
Concordia	14,347	14,562	4,007	3,013	75.2	6,071	4,907	902	2
De Soto	24,577	31,803	6,865	5,450	79.4	12,029	10,982	2,049	9
East Baton Rouge	156,482	88,415	43,710	39,251	89.8	156,796	134,620	31,223	17,7
East Carroll	16,295	19,023	4,551	3,372	74.1	7,078	6,293	507	1
East Feliciana	19,087	18,039	5,331	4,094	76.8	3,605	4,104	857	2
Evangeline	31,904	30,497	8,911	6,736	75.6	8,788	9,386	1,417	6
Franklin	29,418	32,382	8,217	6,491	79.0	10,582	10,398	914	3
Grant	14,218	15,933	3,971	3,252	81.9	5,579	3,782	1,071	3
Iberia	40,228	37,183	11,236	9,168	81.6	24,571	23,548	5,009	2,2
Iberville	26,646	27,721	7,443	5,984	80.4	12,342	11,025	2,484	1,0
Jackson	15,413	17,807	4,305	3,676	85.4	10,006	7,846	2,764	1,2
Jefferson	102,691	50,427	28,684	26,102	91.0	33,803	41,413	12,734	6,6
Jefferson Davis	26,359	24,191	7,362	5,977	81.2	17,637	17,575	2,232	9

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

(Continued on page 100)

To Better Sell New Orleans..

Better Buy

• CALL YOUR JOHN BLAIR MAN!

WDSU

AM-TV-FM

IT'S EASY, WHEN YOU KNOW HOW!

HERE's proof that KWKH *know-how,* built through 24 years of experience, pays off in larger audiences *and in greater audience-loyalty.*

The 1949 BMB Report credits KWKH with a Daytime Audience of 303,230 families in 87 Louisiana, Arkansas and Texas counties. 194,340 families (64% of the total daytime audience) listen to KWKH "6 or 7 days weekly"—67,470 (or 22%) listen "3 or 4 days weekly", and only 40,510 (or 14%) listen as little as "1 or 2 days weekly".

When these figures are weighted in BMB approved manner, KWKH comes up with an average daily daytime audience of 227,701 families—*or more than 75% of its total weekly audience!*

Shreveport Hoopers tell the same sort of story. Month after month and year after year, KWKH consistently gets *top ratings, Morning, Afternoon and Evening!*

Yes, know-how *pays!* Get all the facts about KWKH, *today!*

HOOPERS TALK, TOO!

	Share of Audience (March-April, 1950)			
	KWKH	"B"	"C"	"D"
Weekday Mornings	44.6%	17.0%	25.2%	12.9%
Weekday Afternoons	41.6%	26.8%	13.3%	16.3%
Evenings (Sun. thru Sat.)	46.4%	25.3%	12.2%	14.2%
Sunday Afternoons	27.9%	23.2%	18.5%	26.4%
TOTAL RATED TIME PERIODS	43.5%	24.0%	15.5%	15.4%

KWKH

SHREVEPORT
Texas
LOUISIANA
Arkansas

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

LOUISIANA RADIO MARKET DATA BY PARISHES

(Continued from page 98)

Parish	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Lafayette	56,957	43,941	15,909	12,695	79.8	34,605	26,661	6,440	2,0[illegible]
Lafourche	41,703	38,615	11,648	9,481	81.4	24,900	25,251	4,427	1,02[illegible]
La Salle	12,692	10,959	3,545	3,009	84.9	6,878	6,352	1,602	7[illegible]
Lincoln	25,436	24,790	7,105	5,840	82.2	12,146	12,102	2,216	6[illegible]
Livingston	19,759	17,790	5,519	4,553	82.5	5,300	7,466	1,312	3[illegible]
Madison	17,444	18,443	4,872	3,639	74.7	9,051	7,962	2,173	9[illegible]
Morehouse	32,059	27,571	8,955	7,038	78.6	12,523	16,080	4,724	2,7[illegible]
Natchitoches	37,744	40,997	10,543	8,339	79.1	14,894	11,568	1,963	6[illegible]
Orleans	568,407	494,537	158,772	140,195	88.3	625,674	502,030	172,326	94,7[illegible]
Ouachita	74,276	59,168	20,747	17,800	85.8	81,761	74,732	13,445	6,7[illegible]
Plaquemines	14,225	12,318	4,973	4,281	86.1	3,159	3,772	1,638	8[illegible]
Pointe Coupee	21,820	24,004	6,094	4,820	79.1	9,052	7,167	956	2[illegible]
Rapides	89,894	73,370	25,110	20,765	82.7	67,840	56,561	12,810	5,4[illegible]
Red River	12,092	15,881	3,377	2,704	80.1	4,575	3,915	423	1[illegible]
Richland	26,653	28,829	7,444	6,051	81.3	10,121	12,513	1,062	2[illegible]
Sabine	20,839	23,586	5,820	4,731	81.3	8,623	6,436	1,919	7[illegible]
St. Bernard	11,089	7,280	3,097	2,762	89.2	2,338	3,061	2,503	1,2[illegible]
St. Charles	13,297	12,321	3,714	3,190	85.9	5,200	4,457	1,863	1,3[illegible]
St. Helena	8,997	9,542	2,513	1,962	78.1	1,102	1,253	109	2[illegible]
St. James	15,351	16,596	4,287	3,493	81.5	5,613	5,305	646	2[illegible]
St. John the Baptist	14,840	14,766	4,145	3,465	83.6	5,743	4,706	1,147	6[illegible]
St. Landry	78,366	71,481	21,889	17,029	77.8	34,548	30,576	4,833	1,9[illegible]
St. Martin	26,315	26,394	7,350	5,666	77.1	8,970	7,227	919	3[illegible]
St. Mary	35,808	31,458	10,002	8,201	82.0	16,768	19,436	3,975	1,4[illegible]
St. Tammany	26,884	23,624	7,509	6,322	84.2	12,342	13,033	2,707	1,5[illegible]
Tangipahoa	53,053	45,519	14,819	12,047	81.3	26,019	29,914	5,626	2,0[illegible]
Tensas	13,151	15,940	3,673	2,857	77.8	4,854	4,809	690	2[illegible]
Terrebonne	43,131	35,880	12,047	9,938	82.5	26,677	23,329	5,359	1,7[illegible]
Union	19,089	20,943	5,332	4,494	84.3	6,500	7,586	1,415	4[illegible]
Vermilion	36,865	37,750	10,297	8,134	79.0	16,227	18,346	2,119	8[illegible]
Vernon	18,956	19,142	5,294	4,293	81.1	7,568	7,627	1,133	3[illegible]
Washington	38,977	34,443	10,887	8,981	82.5	20,456	21,229	5,507	2,9[illegible]
Webster	35,623	33,676	9,950	8,377	84.2	18,679	21,460	6,089	3,2[illegible]
West Baton Rouge	11,561	11,263	3,229	2,676	82.9	4,840	3,905	449	7[illegible]
West Carroll	17,042	19,252	4,760	3,979	83.6	8,297	5,950	453	1,4[illegible]
West Feliciana	10,042	11,720	2,805	2,162	77.1	2,304	1,717	774	2[illegible]
Winn	16,085	16,923	4,493	3,607	80.3	7,077	6,361	1,254	4[illegible]

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

MAINE

SPOT RATE FINDER

AUGUSTA, Kennebec, 23,313 fam., 94.9% radio, 22,124 radio fam.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	3.50	5.00	7.00	14.00	21.00	35.00
N	5.50	7.00	12.00	24.00	36.00	60.00

WFAU, 250w, 1340kc, MBS, Forjoe

	SB	1M	5M	15M	30M	1 Hr
D	3.00	6.00	8.00	16.00	24.00	40.00
N	3.00	6.00	12.00	24.00	36.00	60.00

WPOR

Portland, Me.

Stands 4th* Among A B C Stations

in the 63 cities where there are four network affiliates. WPOR, Portland, ranks 4th among all ABC affiliates in the afternoon, 13th in the morning and 12th at night.

** Hooper Index, Dec. 1949-Jan. 1950*

Hal Meyer, President

Represented by Everett-McKinney, Inc.

WRDO, 250w, 1400kc, NBC, Weed

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	6.00	12.00	18.00	30.00
N	8.00	8.00	12.00	24.00	36.00	60.00

BANGOR, Penobscot, 29,942 fam., 96.4% radio, 28,864 radio fam.

3 AM affiliates, average 1-time rate

D	7.00	7.66	12.16	24.33	36.50	60.83
N	13.00	15.00	24.33	48.66	73.00	121.66

WABI, 5kw, 910kc, ABC, Young, Kettell-Carter

D	6.00	8.00	12.50	25.00	37.50	62.50
N	12.00	15.00	25.00	50.00	75.00	125.00

WGUY, 250w, 1230kc, CBS, Raymer

D	6.00	6.00	10.00	20.00	30.00	50.00
N	12.00	12.00	20.00	40.00	60.00	100.00

WGUY-FM, Chan. 226, 93.1mc, 10kw, Raymer, Bonus

WLBZ, 5kw, 620kc, NBC, Weed

D	9.00	9.00	14.00	28.00	42.00	70.00
N	18.00	18.00	28.00	56.00	84.00	140.00

BIDDEFORD, York, 25,958 fam., 96.2% radio, 24,971 radio fam.

WIDE, 250w, 1400kc, MBS, Friedenberg

D	5.00	6.00	10.00	15.00	28.00	50.00
N	7.50	9.00	15.00	25.00	40.00	70.00

HOULTON, Aroostook, 26,553 fam., 89.8% radio, 23,844 radio fam.

WABM, 250w, 1340kc

D	3.00	4.00	6.00	12.00	18.00	25.00
N	4.00	6.00	8.00	18.00	30.00	40.00

Sold in combination with WAGM, Presque Isle, Me.

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

* * *

	SB	1M	5M	15M	30M	1 Hr
D			9.00	18.00	27.00	37.50
N			12.00	27.00	45.00	60.00

LEWISTON, Androscoggin, 23,384 fam., 98.6% radio, 23,056 radio fam.

2 AM affiliates, average 1-time rate

D	5.00	6.50	11.00	22.00	33.00	55.00
N	7.50	9.00	16.00	32.00	48.00	80.00

WCOU, 250w, 1240kc, MBS, Borgotti, Forjoe, Hooper

D	3.00	6.00	8.00	16.00	24.00	40.00
N	3.00	6.00	8.00	16.00	24.00	40.00

WCOU-FM, Chan. 230, 93.9mc, 13.2kw

D		2.83	4.50	9.00	13.50	22.50
N		4.70	7.50	15.00	22.50	37.50

WLAM, 5kw, 1470kc, ABC, McKinney, Conlan

D	7.00	7.00	14.00	28.00	42.00	70.00
N	12.00	12.00	24.00	48.00	72.00	120.00

PORTLAND, Cumberland, 46,940 fam., 98.5% radio, 46,235 radio fam.

4 AM affiliates, average 1-time rate

D	8.75	9.05	14.50	29.00	43.50	72.50
N	22.50	23.00	29.00	58.00	87.00	145.00

WCSH, 5kw, 970kc, NBC, Weed, Hooper, BMB

D	12.00	12.00	18.00	36.00	54.00	90.00
N	24.00	24.00	36.00	72.00	108.00	180.00

WGAN, 5kw, 560kc, CBS, Raymer

D	12.00	12.00	18.00	36.00	54.00	90.00
N	24.00	24.00	36.00	72.00	108.00	180.00

WMTW, 250w, 1490kc, MBS, Petry

D	5.00	5.00	10.00	20.00	30.00	50.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WPOR, 250w, 1450kc, ABC, Kettell-Carter, McKinney, Hooper

D	6.00	7.20	12.00	24.00	36.00	60.00
N	12.00	14.00	24.00	48.00	72.00	120.00

PRESQUE ISLE, Aroostook, 26,553 fam., 89.8% radio, 23,844 radio fam.

WAGM, 250w, 1450kc, Conlan

* * *

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.00	6.00	12.00	18.00	25.00
N	4.00	6.00	8.00	18.00	30.00	40.00

Sold in combination with WABM, Houlton, Me.

D	9.00	18.00	27.00	37.50	
N	12.00	27.00	45.00	60.00	

* * *

WATERVILLE, Kennebec, 23,313 fam., 94.9% radio, 22,124 radio fam.

WTVL, 250 w, 1490kc, ABC, McKinney, Kettell-Carter, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	3.00	5.00	8.10	14.40	21.60	36.00
N	5.00	7.00	13.50	24.00	36.00	60.00

* * *

MARKET INDICATORS FOR MAINE

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	907,205	'50	847,226	'40
% of U. S.	0.61%	'50	0.64%	'40
Families	253,409	'50	222,080	'40
Percent Radio	95.3%	'49	92.2%	'46
Radio Families	241,498	'50	206,600	'46
Retail Sales	$ 688,698,000	'49	749,712,000	'48
Retail Trade Employes	37,719	'48	28,093	'39
Wholesale Sales Volume	$ 488,472,000	'48	165,800,000	'39
Wholesale Trade Employes	9,537	'48	7,454	'39
Employment (Mid-March)	205,726	'48	204,754	'47
Taxable Payrolls (1st quarter)	$ 116,315,000	'48	104,639,000	'47
Income	$1,094,000,000	'48	431,000,000	'40
Percent distribution	1.64%	'48	1.87%	'40
Per Capita Income	$1,219	'48	509	'40
Percent of national per capita income	86%	'48	89%	'40
New Construction (Private)	$ 32,900,000	'47	12,200,000	'39
Residential	$ 10,900,000	'47	4,200,000	'39
Non-Residential	$ 10,300,000	'48	2,700,000	'39
Value added by Manufacture	$ 432,123,000	'47	150,588,000	'39
Automobile Registration	253,035	'49	251,870	'48
Telephones	226,800	'49	164,100	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

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MAINE RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Androscoggin	83,717	76,679	23,384	23,056	98.6	72,503	77,757	27,493	15,416
Aroostook	95,060	94,436	26,553	23,844	89.8	54,009	81,526	9,112	5,098
Cumberland	168,048	146,000	46,940	46,235	98.5	172,595	165,764	41,219	24,099
Franklin	20,670	19,896	5,773	5,386	93.3	12,111	14,914	4,895	2,743
Hancock	30,704	32,422	8,576	7,975	93.0	23,096	22,660	5,186	2,449

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

(Continued on page 102)

MAIN-stay of... MAINE land...

WGAN

5000 ON 560

PORTLAND

WGUY

WGUY-FM—11,000 W. 93.1 MC

250 ON 1230

(SOON)

BANGOR

SALES

FOOD $44,239,000

DRUG $4,173,000

GEN. MDSE. $19,033,000

FURN. HSHLD. RADIO $9,848,000

RETAIL SALES $172,000,000

SALES

FOOD $9,477,000

DRUG $1,114,000

GEN. MDSE. $8,120,000

FURN. HSHLD. RADIO $3,385,000

Covering New England's Greatest Wholesale and Retail Market north of Boston . . . and Potentially 90% of Maine's Buying Power

Guy Ganett Broadcasting Services **WGAN PORTLAND • WGUY BANGOR** Get the MAINE idea—call RAYMER!

MAINE RADIO MARKET DATA BY COUNTIES

(Continued from page 101)

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qr. 1948 ($000)
Kennebec	83,462	77,231	23,313	22,124	94.9	63,474	71,459	20,817	11,66
Knox	27,975	27,191	7,814	7,321	93.7	21,101	23,917	4,868	2,19
Lincoln	17,838	16,294	4,982	4,668	93.7	12,155	16,006	1,472	66
Oxford	44,150	42,662	12,332	11,579	93.9	26,801	29,837	10,605	6,40
Penobscot	107,194	97,104	29,942	28,864	96.4	84,168	97,183	23,849	13,97
Piscataquis	18,533	18,467	5,176	4,860	93.9	9,587	12,497	3,435	1,70
Sagadahoc	20,828	19,123	5,817	5,514	94.8	13,397	14,172	3,988	2,70
Somerset	39,701	38,245	11,089	10,423	94.0	21,562	24,216	7,705	4,12
Waldo	21,389	21,159	5,974	5,466	91.5	10,914	12,941	2,682	1,24
Washington	35,092	37,767	9,802	9,037	92.2	20,144	20,625	6,955	2,48
York	92,931	82,550	25,958	24,971	96.2	71,081	64,238	24,733	14,77

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

MARKET INDICATORS FOR MARYLAND

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,322,657	'50	1,821,244	'40
% of U. S.	1.55%	'50	1.38%	'40
Families	648,786	'50	471,600	'40
Percent Radio	95.7%	'49	93.3%	'48
Radio Families	620,888	'50	525,000	'48
Retail Sales	$1,938,629,000	'49	1,912,186,000	'48
Retail Trade Employes	109,170	'48	75,468	'39
Wholesale Sales Volume	$2,039,449,000	'48	689,000,000	'39
Wholesale Trade Employes	33,400	'48	25,315	'39
Employment (Mid-March)	547,135	'48	535,176	'47
Taxable Payrolls (1st quarter)	$ 338,810,000	'48	303,226,000	'47
Income	$3,116,000,000	'48	1,222,000,000	'40
Percent distribution	1.51%	'48	1.61%	'40
Per Capita Income	$1,546	'48	713	'40
Percent of national per capita income	110%	'48	124%	'40
New Construction (Private)	$ 233,300,000	'49	61,400,000	'39
Residential	$ 140,000,000	'49	39,100,000	'39
Non-Residential	$ 50,000,000	'49	13,400,000	'39
Value added by Manufacture	$1,138,407,000	'47	420,589,000	'39
Automobile Registration	616,217	'49	574,005	'48
Telephones	583,400	'49	405,100	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

MARYLAND

SPOT RATE FINDER

ANNAPOLIS, Anne Arundel, 32,147 fam., 95.0% radio, 30,539 radio fam.

3 AM non-affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D		5.60	12.45	21.23	33.60	56.00

WANN, 1kw-D, 1190kc

D	7.00	15.75	24.50	42.00	70.00

WASL, 250w-D, 810kc

D	5.00	12.00	20.00	30.00	50.00

WNAV, 500w, 1430kc

D	4.80	9.60	19.20	28.80	48.00
N	7.20	10.80	21.60	32.40	54.00

WNAV-FM, Chan. 256, 99.1mc, 16.6kw, Bonus

BALTIMORE, Baltimore, 337,772 fam., 97.1% radio, 327,976 radio families.

4 AM affiliates, average 1-time rate

D	23.25	26.37	36.87	73.75	110.62	184.37
N	44.50	51.25	72.50	145.00	217.50	362.50

3 AM non-affiliates, average 1-time rate

D	7.50	11.16	20.91	36.08	63.08	107.66

WAAM (TV), Chan. 13, 13.8kw-aur., 26.1kw-vis., Harrington, Righter & Parsons

D	67.50	135.00	202.50	337.50
N	90.00	180.00	270.00	450.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

WBAL, 50kw, 1090kc, NBC, Petry

	SB	1M	5M	15M	30M	1 Hr
D	35.00	35.00	50.00	100.00	150.00	250.00
N	70.00	70.00	100.00	200.00	300.00	500.00

WBAL-TV, Chan. 11, 17.2kw-aur.; 32.6kw-vis., NBC, Petry

D	40.00	40.00	45.00	90.00	135.00	225.00
N	80.00	80.00	90.00	180.00	270.00	450.00

WBMD, 1kw-D, 750kc, McGillvra

D	6.00	7.50	19.75	33.25	46.75	75.00

WCAO, 5kw, 600kc, CBS, Raymer, Bmd, Hooper

D	22.50	27.50	37.50	75.00	112.50	187.50
N	45.00	55.00	75.00	150.00	225.00	375.00

WCAO-FM, Chan. 274, 102.7mc, 20kw, Raymer, Bonus

WCBM, 10kw-D, 5kw-N, 680kc, MBS, Weed

D	10.50	15.00	20.00	40.00	60.00	100.00
N	21.00	30.00	40.00	80.00	120.00	200.00

WCBM-FM, Chan. 226, 93.1mc, 3kw, Bonus

WFBR, 5kw, 1300kc, ABC, Blair, Hooper

D	25.00	28.00	40.00	80.00	120.00	200.00
N	42.00	50.00	75.00	150.00	225.00	375.00

WFBR-FM, Chan. 270, 101.9mc, 20kw, Blair, Bonus

WITH, 250w, 1230kc, Headley-Reed, Hooper

D	9.00	11.00	23.00	40.00	57.50	98.00
N	14.00	16.00	46.00	80.00	115.00	195.00

WITH-FM, Chan. 282, 104.3mc, 20kw, Headley-Reed, Bonus

(Continued on page 104)

* * * * * * * *

MARYLAND RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qr. 1948 ($000)
Allegany	89,468	86,973	24,991	23,991	96.0	80,685	73,317	23,758	14,88
Anne Arundel	115,088	68,375	32,147	30,539	95.0	49,495	56,283	6,915	3,47
Baltimore *	1,209,227	1,014,925	337,772	327,976	97.1	1,283,439	1,169,463	393,245	250,19
Calvert	12,272	10,484	3,427	2,936	85.7	5,704	6,749	959	36
Caroline	18,198	17,594	5,083	4,686	92.2	11,727	17,904	3,846	2,10
Carroll	44,501	39,054	12,430	1,187	95.5	26,692	33,021	6,891	3,37
Cecil	33,320	26,407	9,307	8,776	94.3	17,701	20,489	3,372	1,66
Charles	23,363	17,612	6,525	5,611	86.0	9,289	13,177	1,405	72
Dorchester	27,780	28,006	7,759	6,913	89.1	19,549	19,611	4,845	2,03
Frederick	62,130	57,312	17,354	16,330	94.1	49,988	49,641	8,029	3,69
Garrett	21,206	21,981	5,923	5,324	89.9	11,888	12,260	3,503	1,21
Harford	52,014	35,060	14,529	13,715	94.4	26,336	34,097	4,147	2,05
Howard	23,064	17,175	6,442	6,068	94.2	13,058	10,151	2,362	1,45
Kent	13,665	13,465	3,817	3,450	90.4	12,219	11,562	1,657	63
Montgomery	160,861	83,912	44,933	43,854	97.6	88,704	103,237	14,120	7,97
Prince Georges	193,696	89,490	54,105	51,994	96.1	66,831	78,677	9,959	5,29
Queen Annes	14,491	14,476	4,047	3,638	89.9	8,449	9,237	935	29
St. Marys	26,971	14,626	7,533	6,229	82.7	6,837	12,486	858	31
Somerset	20,710	20,965	5,784	5,095	88.1	8,893	15,064	2,695	89
Talbot	19,368	18,784	5,410	4,917	90.9	19,636	23,114	2,990	1,26
Washington	78,598	68,838	21,954	20,922	95.3	62,801	63,898	20,288	11,22
Wicomico	39,541	34,530	11,044	10,193	92.3	36,598	44,637	9,903	4,43
Worcester	23,124	21,245	6,459	5,871	90.9	22,170	34,111	3,810	1,42

* Baltimore County combined with independent City of Baltimore.

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

WBAL-TV FIRST WITH MORE FIRSTS • WBAL-TV FIRST WITH MORE FIRSTS
FIRST
WITH MORE
FIRSTS*
TWICE IN A ROW!
*Based on American Research Bureau surveys made in April and again in July between the hours of 5:00 P.M. and Midnight, Sunday through Friday.
NBC AFFILIATE
Nationally Represented by
EDWARD PETRY & CO.
WBAL-TV
Television Baltimore

MARYLAND

SPOT RATE FINDER

(Continued from page 102)

WMAR (TV), Chan. 2, 8kw-aur.; 16kw-vis., CBS, Katz

	SB	1M	5M	15M	30M	1 Hr
D		40.00	45.00	90.00	135.00	225.00
N		80.00	90.00	180.00	270.00	450.00

WMCP (FM), Chan. 234, 94.7mc, 20kw

N	5.00	10.00	14.00	28.00	42.00	70.00

WSID, 1kw-D, 1010kc, Forjoe

D		15.00	20.00	35.00	85.00	150.00

BETHESDA, Montgomery, 44,933 fam., 97.6% radio, 43,854 radio fam.

WBCC, 250w-D, 1120kc

D	5.00	7.50	15.00	33.00	50.00	85.00

WBCC-FM, Chan. 276, 103.1mc, 0.5kw (Above rate includes 25% for simultaneous FM)

BRADBURY HEIGHTS, Prince Georges, 54,105 fam., 96.1% radio, 51,994 radio fam.

WBUZ (FM), Chan. 244, 96.7mc, 0.42kw (See Transit Radio listing)

CAMBRIDGE, Dorchester, 7,759 fam., 89.1% radio, 6,913 radio fam.

WCEM, 100w, 1240kc, MBS

D	3.40	4.50	9.00	18.00	27.00	46.00
N	3.80	5.00	10.00	20.00	30.00	50.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

For Facts on the Baltimore Market
Contact
HEADLEY-REED
Representatives of Radio Station
WITH

CUMBERLAND, Allegany, 24,991 fam., 96.0% radio, 23,991 radio fam.

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	5.41	5.66	11.20	22.36	36.00	60.00
N	7.50	8.33	16.73	33.46	54.00	90.00

WCUM, 100w, 1490kc, CBS

D	6.00	6.00	12.00	24.00	36.00	60.00
N	9.00	9.00	18.00	36.00	54.00	90.00

WCUM-FM, Chan. 275, 102.9mc, 1kw, Meeker, Bonus

WDYK, 250w, 1230kc, ABC, Radio Reps

D	4.75	5.50	10.80	21.50	36.00	60.00
N	5.50	8.00	16.00	32.00	54.00	90.00

WTBO, 250w, 1450kc, NBC

D	5.50	5.50	10.80	21.60	36.00	60.00
N	8.00	8.00	16.20	32.40	54.00	90.00

WTBO-FM, Chan. 295, 106.9mc, 1kw, Bonus

FREDERICK, Frederick, 17,354 fam., 94.1% radio, 16,330 fam.

WFMD, 500w, 930kc, CBS

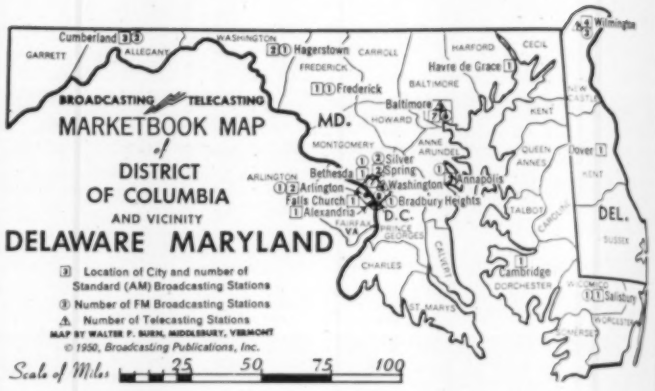
D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WFMD-FM, Chan. 268, 101.5mc, 2kw (No rates available)

HAGERSTOWN, Washington, 21,954 fam., 95.3% radio, 20,922 radio fam.

2 AM affiliates, average 1-time rate

D	5.02	6.15	12.30	24.60	36.90	61.50
N	7.10	8.50	17.00	35.20	51.00	85.00



WARK, 250w, 1490kc, ABC, Radio Reps. Conlan, BMB

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.00	12.00	24.00	36.00	60.00
N	7.00	8.00	16.00	34.40	48.00	80.00

WJEJ, 250w, 1240kc, MBS

D	5.04	6.30	12.60	25.20	37.80	63.00
N	7.20	9.00	18.00	36.00	54.00	90.00

WJEJ-FM, Chan. 284, 104.7mc, 1kw, Walker, Bonus

HAVRE DE GRACE, Harford, 14,529 fam., 94.4% radio, 13,715 radio fam.

WASA, 1kw-D, 1330kc, Schepp-Reiner

D	5.00	6.00	10.00	18.00	27.00	45.00

SALISBURY, Wicomico, 11,044 fam., 92.3% radio, 10,193 radio fam.

WBOC, 1kw, 960kc, MBS, Burn-Smith, Bel

	SB	1M	5M	15M	30M	1 Hr
D	6.00	7.50	14.00	28.00	42.00	70.00
N	7.00	9.00	16.00	32.00	48.00	80.00

WBOC-FM, Chan. 248, 97.5mc, 3kw, Burn-Smith (Bonus with WBOC. Used separately 50% of AM rate)

SILVER SPRING, Montgomery, 44,933 fam., 97.6% radio, 43,854 radio fam.

WGAY, 1kw-D, 1050kc

D	10.00	15.00	20.00	27.00	45.00	80.00

WGAY-FM, Chan. 272, 102.3mc, 440w, 25% of AM rates)

WOOK, 1kw-D, 1590kc

D		15.00	20.00	35.00	85.00	150.00

TO SELL MARYLAND'S
SECOND LARGEST MARKET
(The Fabulous Eastern Shore)
-YOU NEED-
WBOC
A M 960 KC. — — — F M 97.5 MC.
1 KW FULL TIME 12 KW ERP
RADIO PARK, SALISBURY, MD.
One of America's Finer Radio Stations
National Representative: Burn-Smith Co., Inc.
President: John W. Downing

SHARE OF AUDIENCE
CROSSLEY REPORT APRIL 2-29

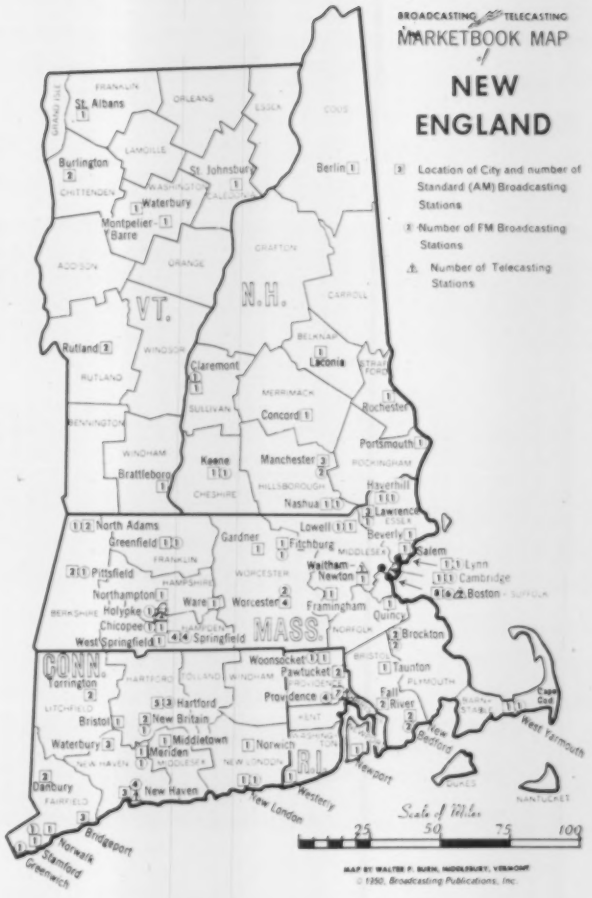
WEEKDAYS	WBOC	SECOND HIGHEST	ALL OTHERS
10-12 NOON	68.7%	1.6%	29.7%
12- 2 P.M.	92.2	x	7.8
2- 4 P.M.	74.5	10.5	15.0
4- 6 P.M.	75.0	4.2	20.8
6- 8 P.M.	81.3	5.5	13.2
8-10 P.M.	72.9	8.6	18.5
7 DAYS AVERAGE	75.8	5.6	18.6

BMB HOME COUNTY 93%
MARKET DATA
Population 289,582
Radio Homes 78,935
RETAIL SALES, $313,845,000
MUTUAL NETWORK
Gen. Mgr.: Charles J. Truitt

MARKET INDICATORS FOR MASSACHUSETTS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	4,711,753	'50	4,316,721	'40
% of U. S.	3.15%	'50	3.28%	'40
Families	1,316,132	'50	1,125,840	'40
Percent Radio	98.9%	'49	97.9%	'46
Radio Families	1,301,654	'50	1,158,900	'46
Retail Sales	$3,978,635,000	'49	4,258,279,000	'48
Retail Trade Employes	254,609	'48	210,116	'39
Wholesale Sales Volume	$6,327,290,000	'48	2,232,100,000	'39
Wholesale Trade Employes	80,591	'48	60,134	'39
Employment (Mid-March)	1,429,374	'48	1,425,192	'47
Taxable Payrolls (1st quarter)	$ 913,998,000	'48	848,537,000	'47
Income	$6,997,000,000	'48	3,309,000,000	'40
Percent distribution	3.40%	'48	4.36%	'40
Per Capita Income	$1,509	'48	766	'40
Percent of national per capita income	107%	'48	133%	'40
New Construction (Private)	$ 323,500,000	'49	98,800,000	'39
Residential	$ 177,500,000	'49	49,300,000	'39
Non-Residential	$ 72,800,000	'49	26,600,000	'39
Value added by Manufacture	$3,370,094,000	'47	1,181,465,000	'39
Automobile Registration	1,176,919	'49	1,111,359	'48
Telephones	1,488,500	'49	1,101,100	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.



Independent WNEB, In Competition With 4 Network Stations Serving The Worcester Market, Delivers More Listeners Than 3 Of These Stations COMBINED!

Hooper Index, March-April, 1950

NEW ENGLAND'S THIRD LARGEST MARKET

Represented by:
The Bolling Company, Inc.
and Kettell-Carter, Inc.

WNEB
WORCESTER
MASSACHUSETTS

MASSACHUSETTS

SPOT RATE FINDER

BEVERLY, Essex, 154,080 fam., 98.5% radio, 151,768 radio fam.

WIBL, 250w-D, 1540kc
(No rates available)

BOSTON, Suffolk, 246,857 fam., 98.8% radio, 243,894 radio fam.

4 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	31.00	36.66	48.12	96.25	144.37	240.62
N	62.00	63.33	87.50	192.50	288.75	481.25

4 AM non-affiliates, average 1-time rate

D	13.68	15.43	25.75	51.12	78.37	131.62
N	21.66	22.33	46.66	93.33	140.00	235.33

WBMS, 1kw-D, 1090kc

D	5.00	11.00	16.00	35.00	60.00	100.00

WBMS-FM, Chan. 281, 104.1mc, 20kw (20% of AM rates)

WBZ, 50kw, 1030kc, NBC, Free & Peters, Hooper, BMB (Operates with WBZA, Springfield, Mass.)

D	35.00	35.00	56.00	112.00	168.00	280.00
N	70.00	70.00	112.00	224.00	336.00	560.00

WBZ-FM, Chan. 225, 92.9mc, 20kw, Bonus

WBZ-TV, Chan. 4, 7.07kw-aur., 15.61kw-vis., NBC, Spot Sales

D	100.00	100.00	140.00	210.00	315.00	525.00
N	125.00	125.00	175.00	280.00	420.00	700.00

WCOP, 5kw, 1150kc, ABC, Katz, Hooper, BMB

D	25.00	25.00	40.00	80.00	120.00	200.00
N	50.00	50.00	80.00	160.00	240.00	400.00

WCOP-FM, Chan. 264, 100.7mc, 20kw, ABC, Katz, Bonus

WEEI, 5kw, 590kc, CBS, Radio Sales, Pulse

D	42.00	50.00	52.50	105.00	157.50	262.50
N	84.00	70.00	70.00	210.00	315.00	525.00

WEEI-FM, Chan. 277, 103.3mc, 20kw, Radio Sales, Bonus

WHDH, 50kw, 850kc, Blair, Hooper, Pulse

D	30.00	30.00	40.00	80.00	120.00	204.00
N	40.00	40.00	60.00	120.00	180.00	306.00

WHDH-FM, Chan. 233, 94.5mc, 20kw, Bonus

WMEX, 5kw, 1510kc

D	9.00	10.00	25.00	50.00	75.00	125.00
N	10.00	12.00	50.00	100.00	150.00	250.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

WNAC, 5kw, 1260kc, MBS, Yankee, Petry, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	22.00		44.00	88.00	132.00	220.00
N	44.00		88.00	176.00	264.00	440.00

WNAC-FM, Chan. 253, 98.5mc, 20kw
(No rates available)

WNAC-TV, Chan. 7, 13.3kw-aur., 26.6kw-vis., ABC, CBS, DuMont, Petry, Pulse

D	125.00	220.00	330.00	550.00
N	175.00	300.00	450.00	750.00

WVOM, 5kw, 1600kc, McGillvra

D	10.75	10.75	22.00	39.50	58.50	97.50
N	15.00	15.00	30.00	60.00	90.00	150.00

BROCKTON, Plymouth, 52,920 fam., 98.2% radio, 51,967 radio fam.

WBET, 1kw-D, 990kc, Bannan, Colton

D	7.50	15.00	30.00	45.00	75.00

WBET-FM, Chan. 249, 97.9mc, 0.8kw, Bannan, Colton, (Bonus—Daytime)
Night rates on request

BROOKLINE, Norfolk, 109,209 fam., 99.7% radio, 108,881 radio fam.

WVOM, 5kw, 1600 kc
(See Boston Listing)

CAMBRIDGE, Middlesex, 302,244 fam., 99.8% radio, 301,639 radio fam.

WTAO, 250w-D, 740kc, Cook

D	8.00	8.00	20.00	35.00	60.00	100.00

WXHR (FM), Chan. 245, 96.9mc, 20kw, Bonus

CHICOPEE, Hampden, 101,901 fam., 99.3% radio, 101,187 radio fam.

WACE, 1kw-D, 730kc, IMS, Conlan, BMB

D	7.00	7.00	14.00	28.00	42.00	70.00

WACE-FM, Chan. 262, 100.3mc, 3.2kw, Bonus

FALL RIVER, Bristol, 106,196 fam., 98.4% radio, 104,496 radio fam.

2 AM affiliates, average 1-time rate

D	6.50	7.00	14.00	28.00	42.00	70.00
N	11.00	12.00	28.00	56.00	84.00	140.00

WALE, 250w, 1400kc, MBS

D	5.00	6.00	12.00	24.00	36.00	60.00
N	10.00	12.00	24.00	48.00	72.00	120.00

WSAR, 5kw, 1480kc, ABC, Bannan

D	8.00	8.00	16.00	32.00	48.00	80.00
N	12.00	12.00	32.00	64.00	96.00	160.00

FITCHBURG, Worcester, 151,658 fam., 98.4% radio, 149,231 radio fam.

WEIM, 250w, 1340kc, MBS, Kettel-Carter

	SB	1M	5M	15M	30M	1 Hr
D	6.25	6.25	10.00	20.00	30.00	50.00
N	10.00	10.00	16.00	32.00	48.00	80.00

WEIM-FM, Chan. 284, 104.7mc, 9kw, Bonus

WFGM, 1kw D, 1580kc

D	6.00	6.00	10.00	20.00	30.00	50.00
N	6.00	6.00	10.00	20.00	30.00	50.00

FRAMINGHAM, Middlesex, 302,244 fam., 99.8% radio, 301,639 radio fam.

WKOX, 1kw-D, 1190kc

D	6.00	12.00	24.00	36.00	60.00
N	9.00	18.00	36.00	54.00	90.00

GARDNER, Worrester, 151,658 fam., 98.4% radio, 149,231 radio fam.

WHOB, 250w, 1490kc, Rambeau, BMB

D	4.00	6.00	12.00	24.00	36.00	60.00
N	5.00	8.00	16.00	32.00	48.00	80.00

GREENFIELD, Franklin, 14,686 fam., 97.4% radio, 14,304 radio fam.

WHAI, 250w, 1240kc, MBS, Walker, Bannan

D	5.00	5.00	8.00	16.00	24.00	40.00
N	8.00	8.00	12.00	24.00	36.00	60.00

WHAI-FM, Chan. 252, 98.3mc, 1kw, Walker, Bannan, Bonus

HAVERHILL, Essex, 154,080 fam., 98.5% radio, 151,768 radio fam.

WHAV, 250w, 1490kc, Kettell-Carter, Friedenberg

D	8.00	8.00	16.00	32.00	48.00	80.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WHAV-FM, Chan. 223, 92.5mc, 20kw, Bonus

HOLYOKE, Hampden, 101,901 fam., 99.3% radio, 101,187 radio fam.

WHYN, 1kw, 560kc, MBS, Walker

D	10.00	12.00	16.00	32.00	48.00	80.00
N	12.00	15.00	30.00	60.00	90.00	150.00

WHYN-FM, Chan. 226, 93.1mc, 20kw
(No data available)

WREB, 500w-D, 930kc
(No rates available)

LAWRENCE, Essex, 154,080 fam., 98.5% radio, 151,768 radio fam.

WABW, 1kw-D, 980kc
(No rates available)

WCCM, 1kw D, 800kc, Wood

D	6.00	7.50	12.00	30.00	45.00	75.00

WLAW, 50kw, 680kc, ABC, Raymer, Conlan, Pulse

D	25.00	25.00	40.00	80.00	120.00	200.00
N	50.00	50.00	80.00	160.00	240.00	400.00

WLAW-FM, Chan. 229, 93.7mc, 20kw, Raymer, Bonus

LOWELL, Middlesex, 302,244 fam., 99.8% radio, 301,639 radio fam.

WLLH, 250w, 1400kc, MBS, Haskell Bloomberg

	SB	1M	5M	15M	30M	1 Hr
D	8.00	8.00	12.00	24.00	36.00	60.00
N	16.00	16.00	24.00	48.00	72.00	120.00

WLLH-FM, Chan. 258, 99.5mc, 12.2kw, Bonus

LYNN, Essex, 154,080, fam., 98.5% radio, 151,768 radio fam.

WLYN, 500w-D, 1360kc, Noonan

D	5.00	7.00	15.00	30.00	45.00	75.00

WLYN-FM, Chan. 288, 105.5mc, 0.6kc
(See transit FM listing)

NEW BEDFORD, Bristol, 106,196 fam., 98.4% radio, 104,496 radio fam.

WBSM, 100w, 1230kc, Kettell-Carter, McGillvra, Conlan

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WBSM-FM, Chan. 247, 97.3mc, 20kw, Kettell-Carter, McGillvra, Bonus

WNBH, 250w, 1340kc, MBS, Conlan, Hooper

D	7.50	7.50	14.40	28.00	43.20	72.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WFMR (FM), Chan. 251, 98.1mc, 20kw, Walker, Bonus

NORTH ADAMS, Berkshire, 36,575 fam., 98.0% radio, 35,843 radio fam.

2 AM non-affiliates, average 1-time rate

D	3.00	4.45	7.20	14.40	21.60	36.00

WMNB, 100w, 1230kc, Grant

D	3.00	4.00	8.00	16.00	24.00	40.00
N	4.00	6.00	12.00	24.00	36.00	60.00

WMFM (FM), Chan. 248, 97.5mc, 2.4kw
(No data available)

WNAW, 250w-D, 860kc

D	3.00	4.90	6.40	12.80	19.20	32.00

(Continued on page 108)

WSFL
SPRINGFIELD, MASSACHUSETTS
FEATURES
MUSIC, NEWS and SPORTS ! !
NATIONAL REPRESENTATIVES:
THE BOLLING COMPANY, INC., 480 LEX., N.Y. 17

WSFL
RATE SCHEDULE
ONE MINUTE.....$5.00
5 MINUTES.....10.00
15 MINUTES.....25.00
30 MINUTES.....40.00
60 MINUTES.....70.00

5000 WATTS...
The only station in Massachusetts broadcasting the games of the New York Yankees.
1600 KC, Springfield's only Independent!

For Facts on the Fall River Market
Contact
HEADLEY-REED
Representatives of Radio Station
WSAR

Your spot advertising belongs on WHDH — the only Boston station to have increased its overall audience during the past year — further expanding the largest Boston audience tuned, during total rated time periods, to any Boston radio station for the past twelve months!

50,000 WATTS
BOSTON

WHDH

Represented Nationally by John Blair
Owned by the Boston Herald-Traveler

C. E. Hooper Reports • May 1948 through May 1950

MASSACHUSETTS

SPOT RATE FINDER

(Continued from page 106)

NORTHAMPTON, Hampshire, 24,149 fam., 98.1% radio, 23,690 radio fam.

WHMP, 250w, 1400kc
(No rates available)

PITTSFIELD, Berkshire, 36,575 fam., 98.0% radio, 35,843 radio fam.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	5.40	5.40	10.80	21.60	32.40	54.00
N	9.00	9.00	18.00	36.00	54.00	90.00

WBEC, 250w, 1490kc, ABC, McKinney

D	4.80	4.80	9.60	19.20	28.80	48.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WBEC-FM, Chan. 232, 94.3mc, 1kw, Bonus

WBRK, 250w, 1340kc, MBS, Walker

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

QUINCY, Norfolk, 109,209 fam., 99.7% radio, 108,881 radio fam.

WJDA, 1kw-D, 1300kc

D	6.00	6.00	13.00	24.00	36.00	60.00

SALEM, Essex, 154,080 fam., 98.5% radio, 151,768 radio fam.

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

* * *

WESX, 250w, 1230kc

	SB	1M	5M	15M	30M	1 Hr
D	4.00	12.00	18.00	24.00	36.00	60.00
N	4.00	12.00	18.00	24.00	36.00	60.00

SPRINGFIELD, Hampden, 101,901 fam., 99.3% radio, 101,187 radio fam.

3 AM affiliates, average 1-time rate

D	17.50	18.33	28.66	57.33	86.00	145.00
N	35.00	36.66	57.33	114.66	172.00	290.00

WBZA, 1kw, 1030kc, NBC
(Operates with WBZ Boston, Mass.)

WBZA-FM, Chan. 246, 97.1mc, 20kw,
(Bonus with WBZA, & WBZ, Boston, Mass.)

WMAS, 250w, 1450kc, CBS, Petry, Hooper

D	10.00	10.00	15.00	30.00	45.00	75.00
N	20.00	20.00	30.00	60.00	90.00	150.00

WMAS-FM, Chan. 234, 94.7mc, 3.2kw, Petry, Bonus

WSFL, 5kw-D, 1600kc, Bolling

D	3.00	5.00	10.00	25.00	40.00	70.00

WSFL-FM, Chan. 270, 101.9mc, 11kw, Bonus

WSPR, 1kw, 1270kc, ABC Bannan, Hollingbery, Hooper

D	7.50	10.00	15.00	30.00	45.00	80.00
N	15.00	20.00	30.00	60.00	90.00	160.00

WSPR-FM, Chan. 250, 97.9mc, 13kw, Bonus

* * *

TAUNTON, Bristol, 106,196 fam., 98.4% radio, 104,496 radio fam.

WPEP, 1kw-D, 1570kc

	SB	1M	5M	15M	30M	1 Hr
D	4.90	5.90	11.00	22.00	33.00	55.00

WALTHAM, Middlesex, 302,244 fam., 99.8% radio, 301,639 radio fam.

WCRB, 1kw-D, 1330kc, Bannan

D	5.00	5.00	10.00	20.00	30.00	50.00

WARE, Hampshire, 24,149 fam., 98.1% radio, 23,690 radio fam.

WARE, 1kw D, 1250kc, Noonan

D	6.00		10.00	20.00	30.00	50.00

W. SPRINGFIELD, Hampden, 101,901 fam., 99.3% radio, 101,187 radio fam.

WTXL, 250w, 1490kc, Cooke

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WEST YARMOUTH, Barnstable, 13,140 fam., 96.2% radio, 12,640 radio fam.

WOCB, 250w, 1240kc, MBS, Walker, Bannan

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WOCB-FM, Chan. 232, 94.3mc, 1kw, Walker, Bannan, Bonus

* * *

WORCESTER, Worcester, 151,658 fam., 98.4% radio, 149,231 radio fam.

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	10.16	11.33	19.66	39.33	59.00	98.33
N	20.33	22.66	39.33	78.66	118.00	196.66

WAAB, 5kw, 1440kc, MBS, Ra-Tel

D	6.00	8.00	16.00	32.00	48.00	80.00
N	12.00	16.00	32.00	64.00	96.00	160.00

WGTR (FM), Chan. 256, 99.1mc, 20kw. (See Transit Radio Listing)

WNEB, 250w, 1230kc, Bolling, Hooper

D	7.50	9.00	18.00	36.00	54.00	90.00
N	10.00	12.00	24.00	48.00	72.00	120.00

WORC, 1kw, 1310kc, ABC, Weed

D	7.50	9.00	18.00	36.00	54.00	90.00
N	15.00	18.00	36.00	72.00	108.00	180.00

WTAG, 5kw, 580kc, CBS, Raymer, Hooper BMB

D	17.00	17.00	25.00	50.00	75.00	125.00
N	34.00	34.00	50.00	100.00	150.00	250.00

WTAG-FM, Chan. 274, 96.1mc, 10kw, Raymer Bonus

* * *

MASSACHUSETTS RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr 1948 ($M)
Barnstable	47,044	37,295	13,140	12,640	96.2	49,614	60,108	5,512	2.7
Berkshire	130,941	122,273	36,575	35,843	98.0	112,535	125,590	42,580	28.7
Bristol	380,183	364,637	106,196	104,496	98.4	270,751	316,146	127,027	76.5
Dukes	5,555	5,669	1,551	1,482	95.6	7,024	6,686	799	.3
Essex	551,608	496,313	154,080	151,768	98.5	391,662	458,783	166,564	103.9
Franklin	52,578	49,453	14,686	14,304	97.4	43,356	48,668	13,462	8.1
Hampden	364,806	332,107	101,901	101,187	99.3	365,514	352,814	123,165	81.2
Hampshire	86,455	72,461	24,149	23,690	98.1	55,283	59,179	15,677	8.9
Middlesex	1,082,036	971,390	302,244	301,639	99.8	701,221	754,042	219,458	136.7
Nantucket	3,417	3,401	954	945	99.1	4,078	5,790	647	.3
Norfolk	390,970	325,180	109,209	108,881	99.7	277,957	285,961	63,341	39.4
Plymouth	189,457	168,824	52,920	51,967	98.2	161,714	166,447	39,239	22.3
Suffolk	883,749	863,248	246,857	243,894	98.8	1,114,630	1,143,292	386,653	254.5
Worcester	542,938	504,470	151,658	149,231	98.4	423,296	474,773	178,053	116.9

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce

WLAW

NEW ENGLAND'S BIG POWERFUL STATION DELIVERS THE GOODS WITH ITS

50,000 WATTS

MICHIGAN

SPOT RATE FINDER

ADRIAN, Lenawee, 17,989 fam., 97.9% radio, 17,611 radio fam.
WABJ, 250w-D, 1500kc, Holman, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	12.00	24.00	36.00	60.00

ALMA, Gratiot, 9,012 fam., 96.7% radio, 8,714 radio fam.
WFYC, 1kw-D, 1280kc

D	10.50	14.00	28.00	42.00	70.00

ALPENA, Alpena, 6,147 fam., 94.9% radio, 5,833 radio fam.
WATZ, 250w, 1450kc, MBS, Holman
(Sold in combination with WTCM, Traverse City, Mich., WATT, Cadillac, Mich.; WMBN, Petoskey, Mich. (See WTCM Traverse City, Mich.)
ANN ARBOR, Washtenaw, 37,241 fam., 98.-7% radio, 36,756 radio fam.
WHRV, 1kw, 1600kc, ABC, Forjoe, Hooper

D	6.40	8.00	14.40	28.80	38.40	48.00
N	8.00	10.00	18.00	36.00	48.00	60.00

WPAG, 1kw-D, 1050kc, Holman, Conlan

D	8.00	8.00	16.00	32.00	48.00	80.00

WPAG-FM, Chan. 254, 98.7mc, 2.2kw, Holman, Bonus daytime only

N	4.00	4.00		16.00	24.00	40.00

BAD AXE, Huron, 9,228 fam., 96.9% radio, 8,941 radio fam.
WLEW, 250w-D, 1540kc, Headley-Reed

D	5.00	10.00	20.00	30.00	50.00

BATTLE CREEK, Calhoun, 33,591 fam., 98.3% radio, 33,019 radio fam.

2 AM affiliates, average 1-time rate

D	6.50	6.50	16.25	29.00	43.50	72.50
N	9.00	9.00	21.50	38.00	57.00	95.00

WBCK, 1kw, 930kc, MBS, Burn-Smith, Conlan

D	7.00	7.00	17.50	28.00	42.00	70.00
N	10.00	10.00	25.00	40.00	60.00	100.00

WELL, 250w, 1400kc, ABC, Bolling

D	6.50	6.50	15.00	30.00	45.00	75.00
N	8.00	8.00	18.00	36.00	54.00	90.00

WELL-FM, Chan. 271, 103.1mc, 45kw, Bolling (rates not available)
BAY CITY, Bay, 24,625 fam., 97.9% radio, 24,107 radio fam.
WBCM, 1kw-D, 500w-N, 1440kc, ABC, Hollingbery, Hooper

D	8.50	8.50	16.00	30.00	44.00	75.00
N	12.00	12.00	24.00	44.00	44.00	110.00

WBCM-FM, Chan. 241, 96.1mc, 41kw, Hollingbery, Bonus
WGRO, 500w-D, 1260kc, Sears & Ayer

D	5.00	12.00	24.00	36.00	60.00

(Continued on page 112)

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

WELL
BATTLE CREEK

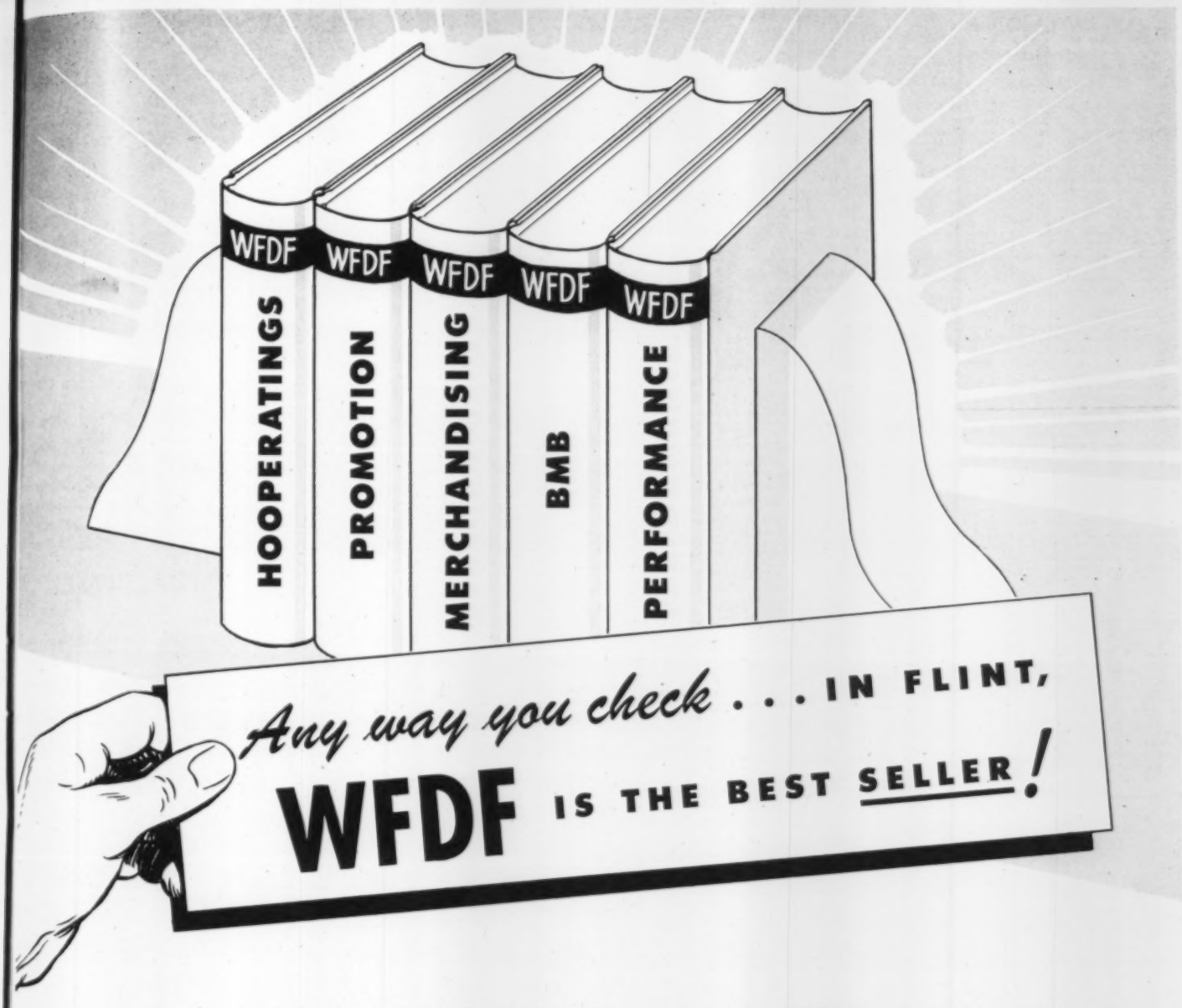
Battle Creek's top-rated station

and the best buy because . . .

- *25 years of making friends — and sales*
- *Covers retail trading area of 198,299*
- *Affiliated with American Bcstg. Company*

Represented nationally by THE BOLLING CO. ★ 250W • 1400 **WELL** WELL-FM

XUM



• It's in the books that Flint's big radio audience prefers WFDF in every time period. Compared to its closest competitor among the four other local stations,* Hooper ratings show 6 times as many Flint radio sets tuned to WFDF in the morning, 3½ times as many in the afternoon and more than double in the evening! That's why WFDF is a "bestseller" in this industrious city where annual retail sales exceed $288,000,000 . . . where effective buying income is $5,764 per family, in contrast with the median American family income of $3,120!

WFDF doesn't rest on its selling laurels . . . aggressive merchandising and promotion activities use newspapers, movie trailers, taxi posters, transit cards, juke box inserts, courtesy announcements, publicity releases, direct mail and personal calls on the trade.

Reach the important Flint market via WFDF . . . its record in Flint speaks volumes!

** Audience Index Reports.*

910 Kilocycles

WFDF AMERICAN BROADCASTING COMPANY
FLINT, MICHIGAN

REPRESENTED BY THE KATZ AGENCY
Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

MICHIGAN

SPOT RATE FINDER

(Continued on page 110)

BENTON HARBOR, Berrien, 32,034 fam., 97.6% radio, 31,265 radio fam.
WHFB, 1kw-D, 1060kc, Holman, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	6.60	7.70	11.00	16.50	33.00	55.00

WHFB-FM, Chan. 260, 99.9mc, 9.2kw, Holman (Bonus daytime only)

N	2.00	4.00	8.00	12.00	20.00

CADILLAC, Wexford, 5,166 fam., 96.2% radio, 4,969 radio fam.
WATT, 250w, 1240kc, MBS, Holman (Sold in combination with WTCM, Traverse city, Mich.; WMBN, Petoskey, Mich and WATZ, Alpena, Mich. See WTCM, Traverse City, Mich.)

COLDWATER, Branch, 8,394 fam., 97.2% radio, 8,158 radio fam.
WTVB, 1kw-D, 1590kc, KBS, McGillvra

D	5.00	7.50	13.50	18.75	24.00	36.00	60.00
N	7.50	7.50	13.50	18.75	24.00	36.00	60.00

DEARBORN, Wayne, 675,893 fam., 98.7% radio, 667,106 radio fam.
WKMH, 5kw-D, 1kw-N, 1310kc, Weed

D	13.50	27.00	48.00	80.00	135.00	
N	17.50	35.00	60.00	100.00	175.00	

WKMA(FM), Chan. 262, 100.3mc, 25.5kw, Bonus

DETROIT, Wayne, 675,893 fam., 98.7% radio, 667,106 radio fam.

4 AM affiliates, average 1-time rate

D	49.06	50.62	82.30	164.60	246.90	412.50
N	90.87	97.12	153.00	296.00	459.00	765.00

2 AM non-affiliates, average 1-time rate

D	21.00	32.50	55.00	90.00	135.00	225.00
N	21.00	32.50	55.00	90.00	135.00	225.00

CKLW, 50kw, 800kc, MBS, Young

D	30.00	30.00	60.00	120.00	180.00	300.00
N	60.00	60.00	120.00	240.00	360.00	600.00

WDET(FM), Chan. 270, 101.9mc, 52kw

D	2.50	5.00	13.40	26.80	40.20	67.00
N	4.50	7.50	20.00	40.00	60.00	100.00

WEXL, 250w, 1340kc (See Royal Oak, Mich., listing)

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

WJBK, 250w, 1490kc, Katz, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	25.00	25.00	50.00	100.00	150.00	250.00
N	25.00	25.00	50.00	100.00	150.00	250.00

WJBK-FM, Chan. 226, 93.1mc, 30kw, Bonus
WJBK-TV, Chan. 2, 7.51kw-aur., 14.26kw-vis., CBS, DuMont, Katz, Videodex

D	65.00	65.00	80.00	160.00	240.00	400.00
N	100.00	100.00	150.00	240.00	360.00	600.00

WJLB, 250w, 1400kc, Forjoe, Pulse

D	17.00	40.00	60.00	80.00	120.00	200.00
N	17.00	40.00	60.00	80.00	120.00	200.00

WJLB-FM, Chan. 250, 97.9mc, 30kw (Same as above)
WJR, 50kw, 760kc, CBS, Petry, Hooper

D	68.75	75.00	110.00	220.00	330.00	550.
N	125.00	150.00	200.00	400.00	600.00	1,000.

WJR-FM, Chan. 242, 96.3mc, 24kw, Petry, Bonus
WKMH, 1kw, 1310kc (See Dearborn, Mich., listing)
WLDM(FM), Chan. 238, 95.5mc, 20kw

D	10.00	17.50	45.00	70.00	120.00
N	12.50	22.50	50.00	80.00	140.00

WWJ, 5kw, 950kc, NBC Hollingbery, Hooper

D	48.00	48.00	80.00	160.00	240.00	400.00
N	96.00	96.00	160.00	320.00	480.00	800.00

WWJ-FM, Chan. 246, 97.1mc, 10.5kw, Hollingbery, Bonus
WWJ-TV, Chan. 4, 8.55kw-aur., 17.1kw-vis., NBC, Hollingbery

D	110.00	110.00	138.00	220.00	330.00	550.00
N	160.00	160.00	200.00	320.00	480.00	800.00

WXYZ, 5kw, 1270kc, ABC, ABC Spot Sales

D	49.50	49.50	79.20	158.40	237.60	396.00
N	82.50	82.50	132.00	264.00	396.00	660.00

WXYZ-FM, Chan. 266, 101.1mc, 30kw, Bonus
WXYZ-TV, Chan. 7, 13.9kw-aur., 27.9kw-vis., ABC, ABC Spot Sales

D	65.00	65.00	80.00	160.00	240.00	400.00
N	100.00	100.00	140.00	240.00	360.00	600.00

ESCANABA, Delta, 9,141 fam., 95.8% radio, 8,757 radio fam.
WDBC, 1kw, 680kc, MBS, Walker

D	7.50	15.00	30.00	40.00	60.00
N	9.00	27.50	45.00	60.00	90.00

FLINT, Genesee, 75,261 fam., 98.3% radio, 73,981 radio fam.

3 AM affiliates, average 1-time rate

D	11.33	11.33	19.60	36.86	58.46	91.33
N	17.16	17.16	33.66	62.33	92.66	153.33

WAJL(FM), Chan. 296, 107.1mc, 0.40kw, Cooke (For rates see Transit Radio listing)

MARKET INDICATORS FOR MICHIGAN

CLASSIFICATIONS	FIGURES		
Population	6,334,172	'50	5,256,106
% of U.S.	4.23%	'50	4%
Families	1,769,321	'50	1,405,480
Percent Radio	98.1%	'49	96.4%
Radio Families	1,735,703	'50	1,538,000
Retail Sales	$6,503,797,000	'49	5,941,538,000
Retail Trade Employes	305,887	'48	208,645
Wholesale Sales Volume	$6,485,958,000	'48	1,926,500,000
Wholesale Trade Employes	83,190	'48	53,695
Employment (Mid-March)	1,800,525	'48	1,769,739
Taxable Payrolls (1st quarter)	$1,318,803,000	'48	1,186,302,000
Income	$9,223,000,000	'48	3,425,000,000
Percent distribution	4.48%	'48	4.51%
Per Capita Income	$1,484	'48	649
Percent of national per capita income	105%	'48	113%
New Construction (Private)	$ 673,300,000	'49	191,900,000
Residential	$ 404,700,000	'49	118,000,000
Non-Residential	$ 146,000,000	'49	35,800,000
Value added by Manufacture	$5,196,338,000	'47	1,794,016,000
Automobile Registration	2,204,643	'49	2,005,943
Telephones	1,832,600	'49	1,252,600

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

* * *

WBBC, 1kw, 1330kc, MBS, Forjoe

	SB	1M	5M	15M	30M	1 Hr
D	8.50	8.50	16.00	32.00	50.00	80.00
N	12.00	12.00	28.00	56.00	84.00	140.00

WFDF, 1kw, 910kc, ABC, Katz, BMB, Hooper

D	15.00	15.00	25.00	45.00	75.00	110.00
N	22.00	22.00	45.00	75.00	110.00	180.00

WMRP, 250w-D, 1510kc

D	5.75	10.00	20.00	30.00	50.00

WTAC, 1kw-D, 500w-N, 600kc, NBC, Raymer

D	10.50	10.50	16.80	33.60	50.40	84.00
N	17.50	17.50	28.00	56.00	84.00	140.00

GRAND RAPIDS, Kent, 80,173 fam., 98.2% radio, 78,810 radio fam.

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	9.00	10.42	17.33	36.00	52.00	88.00
N	16.00	18.33	31.33	61.00	90.66	151.33

2 AM non-affiliates, average 1-time rate

D	5.00	6.00	11.25	24.07	36.12	60.20

(Continued on page 114)

99.6% RADIO-HOME COVERAGE
W
E
X
L
Blankets the Detroit Area
WEXL-AM-FM
The primary coverage area of WEXL reaches more than ½ the entire population of the state of Michigan!
—almost 1,000,000 homes—
with a retail buying power (1949) of almost $4 billion.
REPRESENTED NATIONALLY BY HIL F. BEST
DETROIT
* MUSIC * NEWS * SPORTS
WEXL • Phone Jordan 4-6523 • DETROIT, MICHIGAN

Dominating its Coverage

THE ONLY STATION IN MICHIGAN THAT DOMINATES A COVERAGE OF FIVE STATES IN ADDITION TO INDUSTRIAL DETROIT.

1. **50,000 WATTS CLEAR CHANNEL**
   The most powerful station in Michigan.
2. **MICHIGAN, OHIO, INDIANA, PENNSYLVANIA, NEW YORK**
   The only station in Michigan with this 97 county coverage.
3. **98,321,984 ESTIMATED POPULATION IN THE AREA**
   The only station in Michigan able to cover this audience.
4. **The only station in Michigan that can do so much for the advertiser at so low a cost per inquiry.**

Columbia Broadcasting System

Nationally Represented by Edward Petry & Co.

50,000 WATTS

760 — **WJR** — **ON YOUR DIAL**

THE GOODWILL STATION, INC.

G. A. RICHARDS
Chairman of the Board

HARRY WISMER
Vice President and General Manager

RADIO—America's Greatest Advertising Medium

MICHIGAN

SPOT RATE FINDER

(Continued from page 112)

WFRS(FM), Chan. 233, 92.5mc, 10.5kw

	SB	1M	5M	15M	30M	1 Hr
D	3.00	6.00	9.00	18.00	27.00	45.00
N	5.00	9.00	12.00	24.00	36.00	60.00

WFUR, 1kw-D, 1570kc, Best

D	5.00	6.00	10.50	24.15	36.25	60.40

WGRD, 1kw-D, 1410kc, McGillvra

D	5.00	6.00	12.00	24.00	36.00	60.00

WJEF, 250w, 1230kc, CBS, Avery-Knodel, Hooper

D	9.00	10.76	16.00	32.00	48.00	80.00
N	16.00	18.00	30.00	55.00	80.00	135.00

WJEF-FM, Chan. 229, 93.7mc, 550kw (C.P.)

WLAV, 250w, 1340kc, ABC, Pearson, Hooper

D	8.00	8.00	16.00	36.00	48.00	80.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WLAV-FM, Chan. 245, 96.9mc, 3kw, Pearson, Bonus

WLAV-TV, Chan. 7, 10kw-aur., 20kw-vis., ABC, CBS, NBC, DNT, Pearson

N	45.00	45.00	62.50	100.00	150.00	250.00

WOOD, 5kw, 1300kc, NBC, Katz, Hooper

D	10.00	12.50	20.00	40.00	60.00	100.00
N	20.00	25.00	40.00	80.00	120.00	200.00

HILLSDALE, Hillsdale, 8,868 fam., 96.9% radio, 9,593 radio fam.

WJOE(FM), Chan. 256, 99.1mc, 2.5kw (No rates available)

HOLLAND, Ottawa, 20,490 fam., 98.7% radio, 20,223 radio fam.

WHTC, 250w, 1450kc, Grant, Conlan

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	40.00	60.00

HOUGHTON, Houghton, 11,040 fam., 97.4% radio, 10,753 radio fam.

WHDF, 250w, 1400kc, MBS, Walker, Conlan

D	3.50	3.50	8.00	15.00	22.00	36.00
N	5.00	5.00	12.00	24.00	36.00	60.00

IRON MOUNTAIN, Dickinson, 6,879 fam., 96.9% radio, 6,665 radio fam.

WMIQ, 250w, 1450kc, ABC

D	6.00	6.00	10.00	16.00	24.00	40.00
N	8.00	8.00	14.00	24.00	36.00	60.00

IRON RIVER, Iron, 4,939 fam., 95.8% radio, 4,731 radio fam.

WIKB, 250w, 1230kc, MBS, Walker

D	4.50	4.50	9.00	18.00	27.00	45.00
N	6.00	6.00	15.00	30.00	45.00	75.00

IRONWOOD, Gogebic, 7,525 fam., 96.6% radio, 7,269 radio fam.

WJMS, 1kw, 630kc, MBS, Walker, Conlan

D	4.00	6.00	12.00	24.00	36.00	60.00
N	7.00	9.00	18.00	36.00	54.00	90.00

ISHPEMING, Marquette, 13,261 fam., 96.7% radio, 12,823 radio fam.

WJPD, 250w, 1240kc

D	2.25	3.50	8.00	15.00	22.00	36.00
N	3.25	5.00	12.00	24.00	36.00	60.00

JACKSON, Jackson, 29,922 fam., 98.2% radio, 29,383 radio fam.

WIBM, 250w, 1450kc, ABC, Forjoe, Holman

D	7.50	7.50	12.00	22.50	37.50	75.00
N	7.50	7.50	12.00	22.50	37.50	75.00

WIBM-FM, Chan. 222, 92.3mc, 16kw (No rates available)

KALAMAZOO, Kalamazoo, 35,200 fam., 98.5% radio, 34,672 radio fam.

2 AM affiliates, average 1-time rate

D	8.25	9.37	17.75	32.00	48.00	80.00
N	13.50	15.00	27.50	50.00	75.00	125.00

WGFG, 1kw, 1360kc, ABC, H-R Reps

D	6.00	6.00	17.50	28.00	42.00	70.00
N	10.00	10.00	25.00	40.00	60.00	100.00

WKZO, 5kw, 590kc, CBS, Avery-Knodel, Hooper

D	10.50	12.75	18.00	36.00	54.00	90.00
N	17.00	20.00	30.00	60.00	90.00	150.00

WKZO-TV, Chan. 3, 8kw-aur., 16kw-vis., Avery-Knodel

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

For Facts on the Saginaw Market Contact
HEADLEY-REED
Representatives of Radio Station
WSAM

	SB	1M	5M	15M	30M	1h
D	15.00	30.00	60.00	90.00	135.00	225.00
N	20.00	40.00	80.00	120.00	180.00	300.00

LANSING, Ingham, 48,170 fam., 98.6% radio, 47,495 radio fam.

2 AM affiliates, average 1-time rate

D	6.00	6.00	13.50	24.50	37.50	60.00
N	9.00	9.00	19.00	36.00	54.50	90.00

WILS, 1kw, 1320kc, MBS, Rambeau

D	7.00	7.00	15.00	25.00	39.00	60.00
N	10.00	10.00	20.00	36.00	55.00	90.00

WJIM, 250w, 1240kc, ABC, H-R Reps, Hooper

D	5.00	5.00	12.00	24.00	36.00	60.00
N	8.00	8.00	18.00	36.00	54.00	90.00

WJIM-TV, Chan. 6, 2.5kw-aur., 5kw-vis., NBC ABC, CBS, DuMont, H-Reps

D	20.00	25.00	40.00	60.00	95.00	125.00
N	30.00	35.00	50.00	80.00	120.00	200.00

LUDINGTON, Mason, 5,577 fam., 96.2% radio, 5,370 radio fam.

WKLA, 250w, 1450kc, ABC, Burn-Smith

D	2.00	2.00	4.00	8.00	12.00	20.00
N	4.00	4.00	8.00	16.00	24.00	40.00

MARQUETTE, Marquette, 13,261 fam., 96.7% radio, 12,823 radio fam.

WDMJ, 250w, 1340kc, MBS, BMB, Conlan

D	6.00	6.00	10.00	16.00	24.00	40.00
N	8.00	8.00	14.00	24.00	36.00	60.00

MIDLAND, Midland, 7,116 fam., 97.0% radio, 6,902 radio fam.

WMDN, 250w, 1490kc

D	5.00	5.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

MT. CLEMENS, Macomb, 51,466 fam., 98.8% radio, 50,848 radio fam.

WMLN(FM), Chan. 292, 106.3mc, 34kw

D		4.17	9.80	14.80	23.20	40.00
N		6.25	14.70	22.30	34.80	60.00

MT. PLEASANT, Isabella, 8,067 fam., 96.1% radio, 7,752 radio fam.

WCEN, 500w-D, 1150kc, Conlan

D	3.60	4.50	11.70	23.40	35.10	58.50
N	4.00	5.00	13.00	26.00	39.00	65.00

MUSKEGON, Muskegon, 33,732 fam., 98.2% radio, 33,124 radio fam.

2 AM affiliates, average 1-time rate

D		6.00	12.00	24.00	36.00	60.00
N		10.00	20.00	40.00	60.00	100.00

WKBZ, 1kw, 850kc, ABC, Burn-Smith

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WKBZ-FM, Chan. 293, 106.5mc, 4.7kw, Burn-Smith, Bonus

WKNK, 1kw, 1600kc, MBS, Best

D		6.00	12.00	24.00	36.00	60.00
N		10.00	20.00	40.00	60.00	100.00

WMUS, 1kw-D, 1090kc, Holman

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

OAK PARK, Oakland, 89,484 fam., 99.0% radio, 88,589 radio fam.

WLDM(FM), Chan. 238, 95.5mc, 20kw (See Detroit, Mich., listing)

OWOSSO, Shiawassee, 12,766 fam., 97.8% radio, 12,485 radio fam.

WOAP, 250w-D, 1080kc

D	4.50	4.50	9.00	18.00	27.00	45.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WOAP-FM, Chan. 276, 103.1mc, 1kw, McGillvra

D		2.00	4.00	8.00	12.00	20.00

PETOSKEY, Emmet, 4,571 fam., 94.4% radio, 4,315 radio fam.

WMBN, 250w, 1340kc, MBS, Holman (Sold in combination with WTCM, Traverse City, Mich.; WATT, Cadillac, Mich. and WATZ, Alpena, Mich. See WTCM, Traverse City, Mich.)

it's a nifty . .

250

The only thing that gets into more Western Michigan homes is DAYLIGHT!

1450 WKLA 250 w

ABC in LUDINGTON

Rep. by Burn-Smith

Michigan's heart

Complete Coverage

LANSING AND Primary Zone . . . .

. . . A pulsating economic dynamo with a life-blood of 28 industries.

Michigan's capital hub with a per capita sales index 1½ times as large as that of the entire state.

Use the only station giving you complete primary coverage from within. . .

0.5 MV/M

POPULATION 458,160
FAMILIES 133,830
RADIO HOMES 131,810
TOTAL RETAIL STORES 5,019
Sales $448,491,000

FOOD STORES—1,247
Sales $102,545,000

GENERAL MERCHANDISE STORES—138
Sales $49,525,000

EATING AND DRINKING PLACES—686
Sales $16,220,000

DRUG STORES—193
Sales $13,374,000

OTHER STORES—2,755
Sales $266,827,000

WILS

1320 KC. • 1000 WATTS

Represented by
WILLIAM G. RAMBEAU CO.

PONTIAC, Oakland, 89,484 fam., 99.0% radio, 88,589 radio fam.
WCAR, 1kw-D, 1130kc, Pearson

	SB	1M	5M	15M	30M	1 Hr
D		15.60	45.00	65.00	95.00	130.00

WCAR-FM, Chan. 258, 99.5mc, 25kw, Bonus
PORT HURON, Saint Clair, 25,467 fam., 98.1% radio, 24,983 radio fam.

2 AM affiliates, average 1-time rate

D	5.00	6.00	12.00	24.00	36.00	60.00
N	6.00	7.00	14.00	28.00	42.00	70.00

WHLS, 250w, 1450kc, MBS, Grant, Conlan

D	4.00	6.00	12.00	24.00	36.00	60.00
N	4.00	6.00	12.00	24.00	36.00	60.00

WTTH, 1kw, 1380kc, ABC, Weed

D	6.00	6.00	12.00	24.00	36.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WTTH-FM, Chan. 256, 99.1mc, 22kw, Bonus
ROGERS CITY, Presque Isle, 3,310 fam., 93.5% radio, 3,094 radio fam.
WHAK, 1kw-D, 960kc

D	3.50	3.50	7.00	14.00	23.50	35.25

ROYAL OAK, Oakland, 89,484 fam., 99.0% radio, 88,589 radio fam.
WEXL, 250w, 1340kc, Best

D	8.00	12.50	20.00	40.00	60.00	100.00
N	8.00	12.50	20.00	40.00	60.00	100.00

WEXL-FM, Chan. 282, 104.3mc, 18kw, Bonus
SAGINAW, Saginaw, 42,692, 97.8% radio, 41,752 fam.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	8.45	8.45	15.80	30.00	49.00	73.50
N	11.75	11.75	21.80	42.50	72.00	120.00

WKNX, 1kw-D, 1210kc, Holman

D	8.00	10.00	12.00	25.00	45.00	75.00

WSAM, 250w, 1400kc, NBC, Headley-Reed

D	8.40	8.40	15.60	30.00	48.00	72.00
N	12.00	12.00	21.60	42.00	72.00	120.00

WSAM-FM, Chan. 251, 98.1mc, 1.7kw, Bonus
WSGW, 1kw, 790kc, MBS, Pearson

D	8.50	8.50	16.00	30.00	50.00	75.00
N	11.50	11.50	22.00	43.00	72.00	120.00

SAULT STE. MARIE, Chippewa, 8,082 fam., 95.8% radio, 7,742 radio fam.
WSOO, 250w-D, 100w-N, 1230kc, ABC, Conlan

D	6.00	6.00	10.00	16.00	24.00	40.00
N	8.00	8.00	14.00	24.00	36.00	60.00

TRAVERSE CITY, Grand Traverse, 7,862 fam., 95.8% radio, 7,531 radio fam.
WTCM, 250w, 1400kc, MBS, Holman

D	10.00	10.00	20.00	42.50	62.50	105.00
N	12.50	12.50	25.00	60.00	100.00	150.00

WYANDOTTE, Wayne, 675,893 fam., 98.7% radio, 667,106 radio fam.
WJJW(FM), Chan. 276, 103.1mc, 1kw, Radio Reps.

D	5.00	5.00	8.00	16.00	24.00	40.00
N	5.00	5.00	12.00	24.00	36.00	60.00

FOR 24 YEARS
The Voice of Western Michigan
A B C
850 KC **WKBZ** 1000 W
MUSKEGON
Represented by Burn-Smith Co., Inc.

MICHIGAN RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Alcona	5,802	5,463	1,620	1,545	95.4	2,627	3,448	249	123
Alger	9,878	10,167	2,759	2,574	93.3	7,224	7,074	1,728	1,168
Allegany	47,240	41,839	13,195	12,812	97.1	28,893	36,807	4,865	3,013
Alpena	22,009	20,766	6,147	5,833	94.9	21,014	18,888	3,968	2,354
Antrim	10,622	10,964	2,967	2,791	94.1	6,566	7,088	506	288
Arenac	9,590	9,233	2,678	2,511	93.8	7,880	7,871	599	284
Baraga	8,014	9,356	2,238	2,130	95.2	5,253	5,508	1,073	512
Barry	26,038	22,613	7,273	7,069	97.2	16,417	17,935	3,411	2,073
Bay	88,161	74,981	24,625	24,107	97.9	87,668	87,807	18,774	12,323
Benzie	8,016	7,800	2,239	2,147	95.9	5,910	6,465	683	285
Berrien	114,683	89,117	32,034	31,265	97.6	115,353	109,495	30,011	20,077
Branch	30,052	25,845	8,394	8,158	97.2	21,671	24,625	4,284	2,396
Calhoun	120,256	94,206	33,591	33,019	98.3	121,634	111,991	31,553	21,354
Cass	28,016	21,910	7,825	7,558	96.6	17,729	18,192	3,299	2,019
Charlevoix	13,343	13,031	3,727	3,536	94.9	10,508	9,637	1,291	653
Cheboygan	13,412	13,644	3,746	3,491	93.2	11,164	11,903	1,494	720
Chippewa	28,936	27,807	8,082	7,742	95.8	25,610	26,451	4,917	2,771
Clare	10,204	9,163	2,850	2,718	95.4	9,193	7,672	878	386
Clinton	31,106	26,671	8,688	8,488	97.7	15,761	16,995	1,842	939
Crawford	4,126	3,765	1,152	1,103	95.8	3,109	3,412	336	143
Delta	32,727	34,037	9,141	8,757	95.8	29,550	26,012	5,363	3,018
Dickinson	24,630	28,731	6,879	6,665	96.9	21,672	22,354	6,948	3,843
Eaton	39,917	34,124	11,150	10,860	97.4	26,266	27,711	3,793	1,948
Emmet	16,365	15,791	4,571	4,315	94.4	19,043	20,050	2,389	1,278
Genesee	269,437	227,944	75,261	73,981	98.3	287,136	242,667	76,989	56,986
Gladwin	9,418	9,385	2,630	2,524	96.0	5,910	5,607	632	375
Gogebic	26,942	31,797	7,525	7,269	96.6	24,298	23,299	3,132	3,729
Grand Traverse	28,149	23,390	7,862	7,531	95.8	33,449	29,960	4,484	2,494

(Continued on page 116)

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

ASSURED AUDIENCE!
COMPLETE COVERAGE!
PROVEN RESULTS!
LOW COST!
DEFINITELY!

WSAM
SAGINAW
SERVING SAGINAW — BAY CITY — MIDLAND
WITH NBC FOR NORTHEASTERN MICHIGAN.

WLEW
BAD AXE
THE ONLY RADIO STATION IN THE RICH "THUMB" AREA OF MICHIGAN

HEADLEY - REED REPRESENTATIVES

SAGINAW BROADCASTING CO.
SAGINAW, MICHIGAN

RADIO BUILDING

WOAP AM-FM OWOSSO | WLEW BAD AXE | THE GREAT LAKES NETWORK "COURAGE THAT COUNTS" | WSAM AM-FM SAGINAW | WFYC ALMA

MICHIGAN RADIO MARKET DATA BY COUNTIES

(Continued from page 115)

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Gratiot	32,265	32,205	9,012	8,714	96.7	30,864	27,883	5,078	2,842
Hillsdale	31,750	29,092	8,868	9,593	96.9	22,327	24,182	3,973	2,226
Houghton	39,525	47,631	11,040	10,752	97.4	34,148	29,928	7,934	4,226
Huron	33,038	32,584	9,228	8,941	96.9	24,954	28,474	3,507	2,145
Ingham	172,450	130,616	48,170	47,495	98.6	204,385	184,663	50,126	34,902
Ionia	38,040	35,710	10,625	10,306	97.0	28,237	27,083	5,163	2,864
Iosco	10,775	8,560	3,009	2,894	96.2	9,193	9,343	1,132	553
Iron	17,682	20,243	4,939	4,731	95.8	14,447	15,934	3,473	1,999
Isabella	28,883	25,982	8,067	7,752	96.1	20,358	20,327	3,976	2,471
Jackson	107,124	93,108	29,922	29,383	98.2	116,130	104,622	27,489	19,929
Kalamazoo	126,019	100,085	35,200	34,672	98.5	141,574	122,681	36,359	25,832
Kalkaska	4,569	5,159	1,276	1,186	93.0	1,970	2,386	358	178
Kent	287,020	246,338	80,173	78,810	98.3	339,174	294,972	96,133	65,614
Keweenaw	2,901	4,004	810	770	95.1	1,314	955	208	77
Lake	5,233	4,798	1,461	1,322	90.5	2,626	2,892	149	53
Lapeer	35,636	32,116	9,954	9,725	97.7	21,671	24,913	2,425	1,238
Leelanau	8,559	8,436	2,390	2,246	94.0	3,284	4,158	388	146
Lenawee	64,401	53,110	17,989	17,611	97.9	57,701	59,232	14,198	9,164
Livingston	26,628	20,863	7,437	7,288	98.0	18,387	21,458	3,081	1,800
Luce	8,105	7,423	2,263	2,106	93.1	5,253	4,973	1,355	672
Mackinac	9,113	9,438	2,545	2,371	93.2	6,567	7,023	769	323
Macomb	184,251	107,638	51,466	50,848	98.8	119,640	121,507	13,609	8,744
Manistee	18,393	18,450	5,137	4,952	86.4	15,103	13,870	3,258	1,608
Marquette	47,475	47,144	13,261	12,823	96.7	39,400	36,191	10,651	6,302
Mason	19,967	19,378	5,577	5,370	96.3	17,075	19,528	2,734	1,389
Mecosta	18,884	16,902	5,274	5,005	94.9	12,476	13,528	1,883	972
Menominee	25,188	24,883	7,035	6,823	97.0	13,134	15,789	4,877	2,719
Midland	25,478	27,094	7,116	6,902	97.0	26,925	23,819	10,059	8,467
Missaukee	7,110	8,034	1,986	1,856	93.5	3,283	4,354	235	78
Monroe	75,274	58,620	21,026	20,563	97.8	53,631	56,576	11,784	8,945
Montcalm	30,857	28,581	8,619	8,317	96.5	22,984	28,051	4,661	2,693
Montmorency	4,096	3,840	1,144	1,054	92.2	3,284	3,481	210	106
Muskegon	120,763	94,501	33,732	33,124	98.2	115,320	116,489	40,845	31,748
Newaygo	21,473	19,286	5,998	5,716	95.3	13,790	13,582	2,115	1,176
Oakland	320,355	254,068	89,484	88,589	99.0	340,195	313,918	74,698	55,510
Oceana	16,031	14,812	4,477	4,271	95.4	10,507	10,573	1,343	788
Ogemaw	9,281	8,720	2,592	2,423	93.5	8,536	8,295	581	252
Ontonagon	10,245	11,359	2,861	2,743	95.9	7,224	7,178	1,697	937
Osceola	13,759	13,309	3,843	3,673	95.6	9,850	9,685	1,213	555
Oscoda	3,108	2,543	868	806	92.9	1,971	1,843	113	29
Otsego	6,398	5,827	1,787	1,669	93.4	5,253	5,514	695	367
Ottawa	73,357	59,660	20,490	20,223	98.7	57,788	62,485	14,958	9,906

(Continued on page 118)

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

The DETROIT Area's Greater Buy!
—at the lowest rate of any major station in this region!

50,000 WATTS

Covering a 17,000,000 Population Area in 5 States

CKLW with 50,000 watt power is hitting an audience of 17,000,000 people in a 5 state region and establishing new performance records for advertisers. This mighty power, coupled with the *lowest rate* of any major station in this region means that you get more for every dollar you spend in this area when you use CKLW. Get the facts! . . . plan your Fall schedule now!

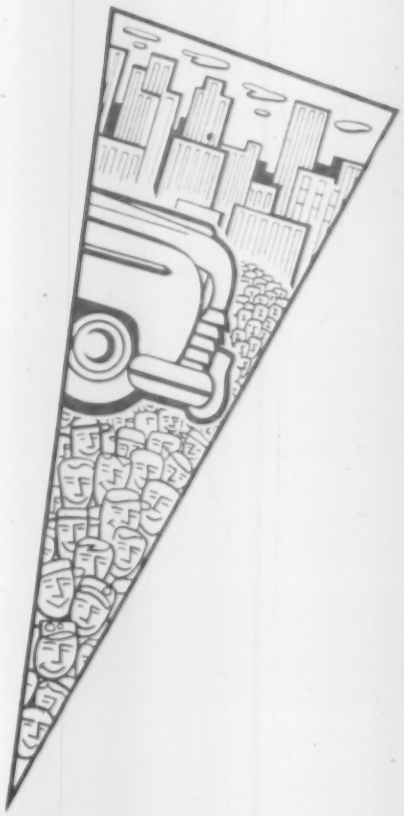
Adam J. Young, Jr., Inc., *National Rep.* ★ J. E. Campeau *President*

CKLW

Guardian Building • Detroit 26

DETROIT

..."HOT SPOT" of the nation



In peacetime, in wartime . . . center of America's industrial activity is dynamic Detroit, with its mammoth production facilities that have been operating at full capacity for ten successive years. More than one million workers are employed in this fabulous market, where factory wage rates are the highest of the nation's five largest cities.

It's little wonder the 215 advertisers who, in 1949, spotted their sales messages in Detroit on WWJ had such exceptional success!

If your advertising budget is aimed to hit the high-spots in the nation's markets, top spot on your list should be Detroit and WWJ . . . Detroit's FIRST radio station, first in public service and community acceptance for thirty years.

to sell it in Detroit

. . . spot it on → WWJ AM-FM

Associate Television Station WWJ-TV

Basic NBC Affiliate

winner of the 1949 duPont Award, George Foster Peabody Award, Variety Award for outstanding station operation, and a host of others.

FIRST-IN DETROIT *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P HOLLINGBERY COMPANY

AM—950 KILOCYCLES—5000 WATTS

FM—CHANNEL 246—97.1 MEGACYCLES

MICHIGAN RADIO MARKET DATA BY COUNTIES

(Continued from page 116)

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Pay-rolls—1st Qu. 1948 ($000)
Presque Isle	11,853	12,250	3,310	3,094	93.5	7,880	7,838	1,596	
Roscommon	5,805	3,668	1,621	1,531	94.5	4,443	6,864	387	
Saginaw	152,838	130,468	42,692	41,752	97.8	155,232	131,843	40,654	
St. Clair	91,175	76,222	25,467	24,983	98.1	95,014	82,777	20,163	
St. Joseph	34,885	31,749	9,744	9,480	97.3	33,491	33,159	8,575	
Sanilac	30,737	30,114	8,585	8,327	97.0	22,327	23,479	1,686	
Schoolcraft	9,108	9,524	2,544	2,411	94.8	7,224	7,478	1,597	
Shiawassee	45,704	41,207	12,766	12,485	97.8	33,499	38,219	8,898	
Tuscola	38,147	35,694	10,655	10,282	96.5	26,266	27,821	2,798	
Van Buren	38,939	35,111	10,876	10,560	97.1	30,207	32,291	4,702	
Washtenaw	133,323	80,810	37,241	36,756	98.7	139,581	125,480	39,951	
Wayne	2,419,699	2,015,623	675,893	667,106	98.7	2,939,156	2,566,614	932,483	
Wexford	18,496	17,976	5,166	4,969	96.2	19,045	16,413	4,012	

MINNESOTA

SPOT RATE FINDER

ALBERT LEA, Freeborn, 9,622 fam., 97.9% radio, 9,420 radio fam.

KATE, 250w, 1450kc, ABC, Bulmer & Johnson (Minneapolis) Pearson, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	6.00	7.00	12.00	24.00	36.00	60.00
N	7.00	8.00	16.00	32.00	48.00	80.00

ALEXANDRIA, Douglas, 5,926 fam., 96.7% radio, 5,730 radio fam.

KXRA, 250w, 1490kc

D	2.00	3.00	6.00	12.00	25.00	40.00
N	3.00	4.00	8.00	15.00	30.00	50.00

AUSTIN, Mower, 11,783 fam., 98.3% radio, 11,583 radio fam.

KAUS, 1kw, 1480kc, MBS, Crossley

D	7.20	7.20	12.00	24.00	36.00	60.00
N	12.00	12.00	20.00	40.00	60.00	100.00

BEMIDJI, Beltrami, 6,942 fam., 94.3% radio, 6,546 radio fam.

KBUN, 250w, 1450kc, MBS, Walker, Conlan

D	2.50	3.00	6.00	12.00	18.00	30.00
N	4.50	6.00	12.00	24.00	36.00	60.00

BRAINERD, Crow Wing, 8,569 fam., 96.7% radio, 8,286 radio fam.

KLIZ, 250w, 1400kc, MBS, Lawson

D	4.00	6.00	9.00	20.00	30.00	50.00
N	6.00	8.00	12.00	30.00	45.00	75.00

BRECKENRIDGE, Wilkin, 2,944 fam., 97.8% radio, 2,897 radio fam.

KBMW, 250w, 1450kc

D	2.55	2.55	5.00	10.50	21.00	36.00
N	3.40	3.40	6.60	14.00	28.00	48.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

CLOQUET, Carlton, 6,853 fam., 97.0% radio, 6,647 radio fam.

WKLK, 250w, 1450kc, Cooke

	SB	1M	5M	15M	30M	1 Hr
D	2.00	2.00	7.50	15.00	22.50	37.50
N	2.20	2.20	8.50	16.50	25.00	41.50

CROOKSTON, Polk, 9,996 fam., 97.1% radio, 9,706 radio fam.

KROX, 1kw D, 1050kc (C.P. 1kw, 1260kc)

D	6.00	6.00	14.40	19.20	29.80	48.00
N	7.50	7.50	18.00	24.00	36.00	60.00

DULUTH, St. Louis South, 57,318 fam., 97.8% radio, 56,057 radio fam.

3 AM affiliates, average 1-time rate

D	7.08	7.08	11.48	21.91	38.00	67.50
N	13.50	13.50	22.30	43.00	76.00	131.66

KDAL, 5kw, 610kc, CBS, Avery-Knodel, Hooper

D	9.00	9.00	15.00	30.00	45.00	75.00
N	18.00	18.00	30.00	60.00	90.00	150.00

WEBC, 5kw, 1320kc, NBC

D	7.00	7.00	10.00	20.00	37.50	75.00
N	12.00	12.00	18.00	37.50	75.00	140.00

WEBC-FM, Chan. 222, 92.3mc, 62kw, Bonus

WREX, 10kw-D, 5kw-N, 1080kc, MBS, Weed, Conlan, Hooper

D	5.25	5.25	9.45	15.75	31.50	52.50
N	10.50	10.50	18.90	31.50	63.00	105.00

ELY, St. Louis Central, 57,318 fam., 97.8% radio, 56,057 radio fam.

WXLT, 250w, 1450kc

D	1.60	2.20	5.50	9.00	16.60	32.00
N	2.20	3.60	7.20	12.00	21.00	42.00

EVELETH St. Louis, 57,318 fam., 97.8% radio, 56,057 radio fam.

WFVE, 250w, 1340kc, ABC, Free & Peters, Conlan, BMB

	SB	1M	5M	15M	30M	1 Hr
D	3.15	5.20	10.40	19.50	36.40	
N	5.20	10.40	19.50	36.40	65.00	

FARIBAULT, Rice, 10,122 fam., 97.2% radio, 9,839 radio fam.

KDHL, 1kw, 920kc, Walker, BMB

D	4.50	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

FAIRMONT, Martin, 7,135 fam., 98.2% radio, 7,007 radio fam.

KSUM, 1kw, 1370kc, MBS, Walker, Conlan

D	7.20	12.00	24.00	36.00	60.00	
N	12.00	20.00	40.00	60.00	100.00	

FERGUS FALLS, Otter Tail, 14,272 fam., 96.6% radio, 13,787 radio fam.

KGDE, 250w, 1230kc, MBS

D	2.80	3.75	9.00	18.00	27.00	45.00
N	3.75	5.00	12.00	24.00	36.00	60.00

GRAND RAPIDS, Itasca, 9,226 fam., 96.3% radio, 8,885 radio fam.

KBZY, 250w, 1490kc, MBS

D	4.00	4.00	7.00	14.00	21.00	35.00
N	6.00	6.00	10.00	20.00	30.00	50.00

HIBBING, St. Louis, 57,318 fam., 97.8% radio, 56,057 radio fam.

WMFG, 250w, 1240kc, NBC

D	2.80	2.80	4.15	8.30	15.20	27.60
N	4.80	4.80	7.20	14.40	26.40	48.00

MANKATO, Blue Earth, 10,673 fam., 97.7% radio, 10,429 radio fam.

2 AM affiliates, average 1-time rate

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

KTOE, 1kw, 1420kc, ABC

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

KYSM, 250w, 1230kc, NBC, Pearson, Conlan. BMB

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

KYSM-FM, Chan. 278, 103.5mc, 47kw, Pearson, Bonus

MARSHALL, Lyon, 6,201 fam., 94.1% radio, 5,835 radio fam.

KMHL, 250w, 1400kc, MBS, Pearson

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

MINNEAPOLIS (St. Paul), Hennepin, 184,977 fam., 98.7% radio, 184,546 radio fam.

4 AM affiliates, average 1-time rate

D	30.25	39.12	48.23	88.37	132.56	220.93
N	41.66	65.00	64.37	167.50	251.25	418.75

4 AM non-affiliates, average 1-time rate

D	7.31	9.76	22.16	37.32	59.50	104.52
N	12.50	16.00	43.50	67.50	100.00	180.00

KEYD, 5kw-D, 1440kc, Rambeau

D	6.00	8.00	14.00	28.00	48.00	80.00

KSTP, 50kw, 1500kc, NBC, Petry

D	40.00	50.00	60.00	100.00	150.00	250.00
N	80.00	100.00		200.00	300.00	500.00

KSTP-FM, Chan. 271, 102.1mc, 2kw, Bonus

KSTP-TV, Chan. 5, 17.3kw-aur., 24.7kw-vis., NBC, Petry

D		75.00	95.00	150.00	225.00	375.00
N		100.00	126.00	200.00	300.00	500.00

WCCO, 50kw, 830kc, CBS, Radio Sales, Hooper, BMB

D	57.00	72.00	72.00	144.00	216.00	360.00
N		95.00		240.00	360.00	600.00

WDGY, 50kw-D, 25kw-N, 1130kc, Avery-Knodel, BMB

D	10.50	14.00	42.00	56.00	84.00	140.00
N	15.00	20.00	60.00	80.00	120.00	200.00

WLOL, 5kw, 1330kc, MBS, Blair, Hooper

D	9.00	12.00	30.94	49.50	74.25	123.75
N	15.00	20.00	68.75	110.00	165.00	275.00

WMIN, 250w, 1400kc, Radio Reps

D	7.00	9.00	20.00	40.00	60.00	120.00
N	10.00	12.00	27.00	55.00	80.00	160.00

WMIN-FM, Chan. 259, 99.5mc, 100kw, Bonus

(Continued on page 120)

MINNEAPOLIS
HENNEPIN COUNTY

ST. PAUL
RAMSEY COUNTY

have 40% OF MINNESOTA'S FAMILIES
have 42% OF MINNESOTA'S RETAIL SALES

HENNEPIN AND RAMSEY COUNTY DATA

POPULATION	999,500
FAMILIES	304,480
RADIO HOMES	300,520
TOTAL '49 RETAIL SALES	$1,231,570,000
FOOD	244,362,000
GEN'L MDSE.	281,264,000
APPAREL	88,932,000
EATING — DRINKING	91,206,000
AUTOMOTIVE	214,246,000
DRUG	38,913,000

WLOL DELIVERS MORE LISTENERS PER DOLLAR AND HAS MORE LOCAL ADVERTISERS THAN ANY OTHER TWIN CITY STATION

ST. PAUL
5000 WATTS FULL TIME
MUTUAL

WLOL

MINNEAPOLIS
1330 KC
REP. — JOHN BLAIR & CO.

THE STATION THAT DOES MORE IN SPORTS

50,000 WATTS

BIG, RICH, GROWING MARKET
(see latest census figures)

EXCELLENT FREQUENCY
(1130 on the dial)

FULL-TIME OPERATION
(6 A.M. to MIDNIGHT)

ECONOMICAL
(Low Rates for Such High Power)

THE NEW **WDGY**

MINNEAPOLIS • ST. PAUL

The Northwest Empire Station

Represented Nationally by **AVERY-KNODEL, Inc.**
MEL DRAKE, *Vice President*

MINNESOTA

SPOT RATE FINDER

(Continued from page 118)

WPBC, 500w-D, 980kc, Sears & Ayer, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	5.75	8.05	12.65	25.30	46.00	78.20

WTCN, 5kw-D, 1kw-N, 1280kc, ABC, Free & Peters, Hooper

D	15.00	22.50	30.00	60.00	90.00	150.00
N	30.00	45.00	60.00	120.00	180.00	300.00

WTCN-FM, Chan. 246, 97.1mc, 12kw, Free & Peters
(No rates available)

WTCN-TV, Chan. 4, 9.2kw-aur.; 17.9kw-vis., ABC, CBS, DuMont, Free & Peters

D	37.50	75.00	95.00	150.00	225.00	375.00
N	50.00	100.00	126.00	200.00	300.00	500.00

MOREHEAD, Clay, 8,340 fam., 97.9% radio, 8,165 radio fam.

KVOX, 250w, 1340kc, MBS, Walker, Conlan

D	3.95	5.25	12.00	24.00	36.00	60.00
N	5.25	7.00	17.00	34.00	51.00	85.00

NEW ULM, Brown, 7,228 fam., 97.5% radio, 7,047 radio fam.

KNUJ, 1kw-D, 860kc, Conlan

D	5.25	7.00	14.00	28.00	42.00	70.00
N	3.50	5.25	10.50	21.00	31.50	52.50

NORTHFIELD, Rice, 10,122 fam., 97.2% radio, 9,839 radio fam.

WCAL, 5kw-D, 770kc
(Noncommercial)

WCAL-FM, Chan. 239, 95.7mc, 49kw

D	3.50	5.00	10.00	20.00	30.00	50.00
N	6.00	8.00	16.00	32.00	48.00	80.00

RED WING, Goodhue, 8,961 fam., 97.7% radio, 8,755 radio fam.

KAAA, 1kw-D, 1250kc

D	5.00	6.00	10.00	20.00	30.00	50.00

ROCHESTER, Olmsted, 13,230 fam., 98.0% radio, 12,965 radio fam.

2 AM affiliates, average 1-time rate

D	4.50	6.00	12.00	24.00	36.00	60.00
N	6.00	8.50	16.00	32.00	48.00	80.00

KLER, 500w-D, 1kw-N, 970kc, ABC, Pearson

D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

KROC, 250w, 1340kc, NBC, Pearson

D	5.00	6.00	12.00	24.00	36.00	60.00
N	6.00	9.00	16.00	32.00	48.00	80.00

KROC-FM, Chan. 234, 94.6mc, 250w, Bonus

ST. CLOUD, Stearns 19,667 fam., 97.1% radio, 19,097 radio fam.

KFAM, 250w, 1450kc, NBC

D	4.50	4.50	10.90	27.75	40.80	68.00
N	6.75	6.75	13.60	34.00	51.00	85.00

KFAM-FM, Chan. 284, 104.7mc, 50kw, Bonus

WJON, 250w, 1240kc
(No rates available)

ST. PAUL
(See Minneapolis Listing)

STILLWATER, Washington, 9,597 fam., 98.0% radio, 9,405 radio fam.

WSHB, 250w-D, 1220kc

D	2.75	4.00	9.00	20.00	30.00	50.00

THIEF RIVER FALLS, Pennington, 3,613 fam., 95.9% radio, 3,456 radio fam.

KTRF, 250w, 1230kc, Bulmer & Johnson, Conlan

D	2.00	3.00	8.00	18.00	25.00	40.00
N	2.70	4.00	9.00	20.00	30.00	50.00

VIRGINIA, St. Louis, 57,318 fam., 97.8% radio, 56,057 radio fam.

WHLB, 250w, 1400kc, NBC, Ra-Tel, Bulmer & Johnson

D	2.40		3.60	7.20	13.20	24.00
N	4.80		7.20	14.40	26.40	48.00

WADENA, Wadena, 3,552 fam., 95.6% radio, 3,396 radio fam.

KWAD, 1kw, 920kc, MBS, Bulmer & Johnson

D	5.75	5.75	9.50	21.00	31.00	52.00
N	6.75	6.75	13.50	28.00	42.00	70.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

* * *

WILLMAR, Kandiyohi, 7,967 fam., 97.9% radio, 7,800 radio fam.

KWLM, 250w, 1340kc, ABC, Pearson, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

WINONA, Winona, 11,104 fam, 96.9% radio, 10,760 radio fam.

* * *

KWNO, 250w, 1230kc, ABC, Pearson, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.20	6.00	10.20	20.40	30.60	51.00
N	6.00	8.00	17.00	34.00	51.00	85.00

KWNO-FM, Chan. 248, 97.5mc, 55kw, Pearson, Bonus

* * *

WORTHINGTON, Nobles, 6,251 fam., 98.0% radio, 6,163 radio fam.

KWOA, 1kw-D, 730kc, Bulmer & Johnson

	SB	1M	5M	15M	30M	1 Hr
D	4.30	6.75	10.80	21.60	31.40	54.00
N	5.00	8.50	16.00	31.40	48.60	81.00

The NBC Affiliate for Central Minnesota

AM • KFAM • FM

St. Cloud, Minn.

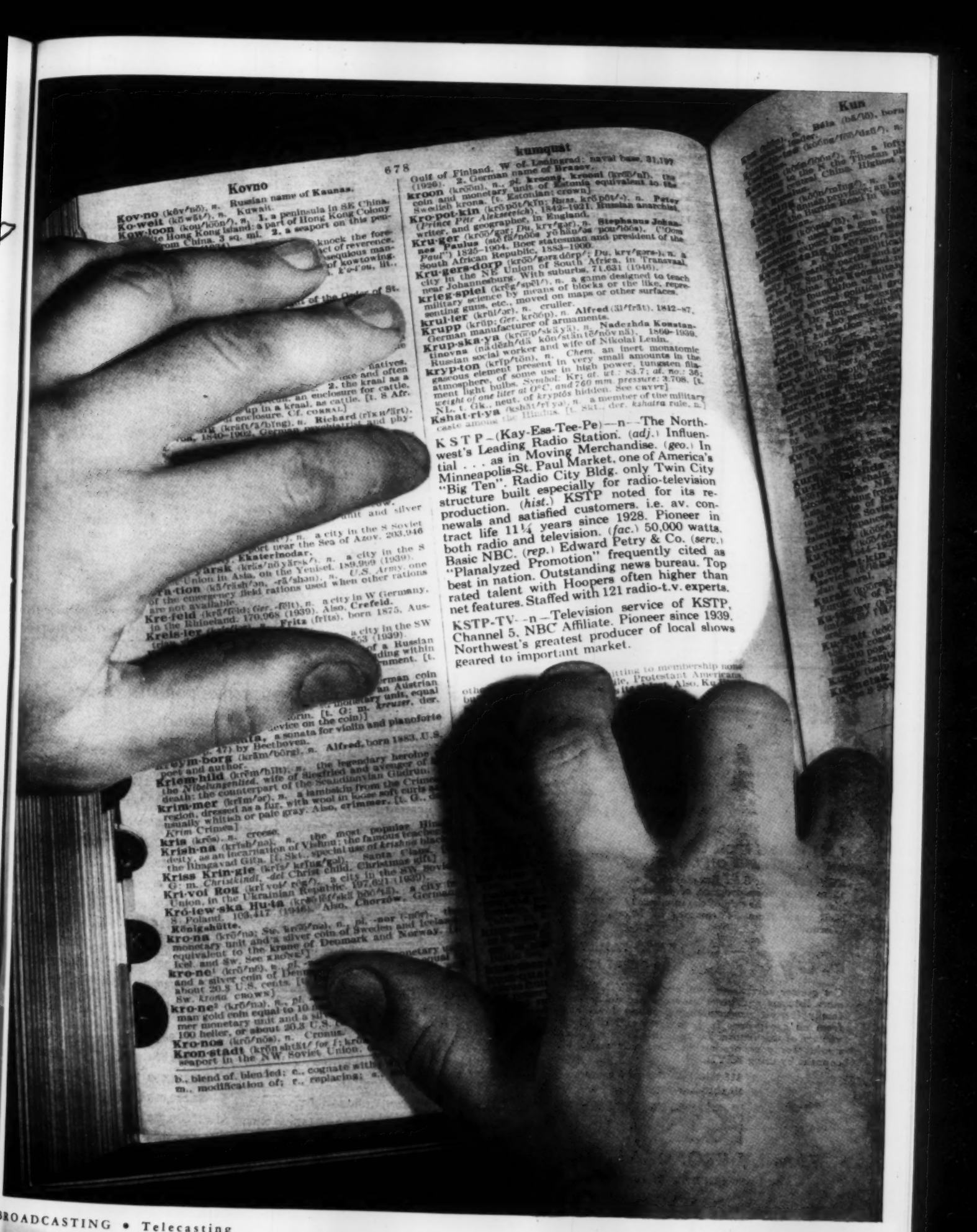
CENTRAL Minnesota's dominant radio station, KFAM, has been serving an eleven county prosperous farm market since June, 1938. Today, KFAM offers national and regional advertisers AM and FM coverage at the same rate.

OWNED by The Times Publishing Company, KFAM, the NBC affiliate for the St. Cloud trading area, reaches a population of nearly 300,000. St. Cloud and suburbs today total 33,410. KFAM enjoys wide prestige and popularity in Minnesota—factors that make sales for your product.

"The Voice of Central Minnesota"

Write for complete information today

Owned and Operated by The Times Publishing Company



KSTP—(Kay-Ess-Tee-Pe)—n—The Northwest's Leading Radio Station. (*adj.*) Influential . . . as in Moving Merchandise. (*geo.*) In Minneapolis-St. Paul Market, one of America's "Big Ten". Radio City Bldg. only Twin City structure built especially for radio-television production. (*hist.*) KSTP noted for its renewals and satisfied customers. i.e. av. contract life 11¼ years since 1928. Pioneer in both radio and television. (*fac.*) 50,000 watts. Basic NBC. (*rep.*) Edward Petry & Co. (*serv.*) "Planalyzed Promotion" frequently cited as best in nation. Outstanding news bureau. Top rated talent with Hoopers often higher than net features. Staffed with 121 radio-t.v. experts.

KSTP-TV—n—Television service of KSTP, Channel 5, NBC Affiliate. Pioneer since 1939. Northwest's greatest producer of local shows geared to important market.

MINNESOTA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qu 1948 ($000)
Aitken	14,269	17,865	3,986	3,815	95.7	8,764	8,479	712	[illegible]
Anoka	35,556	22,443	9,932	9,694	97.6	11,534	13,377	1,906	[illegible]
Becker	24,468	26,562	6,835	6,609	96.7	14,538	16,002	1,542	[illegible]
Beltrami	24,854	26,107	6,942	6,546	94.3	20,363	20,110	2,444	[illegible]
Benton	15,862	16,160	4,431	4,258	96.1	10,173	12,576	1,013	[illegible]
Big Stone	9,574	10,447	2,674	2,629	98.3	10,023	10,623	860	[illegible]
Blue Earth	38,210	36,203	10,673	10,428	97.7	44,577	48,882	6,862	[illegible]
Brown	25,878	25,544	7,228	7,047	97.5	24,073	26,244	3,502	[illegible]
Carlton	24,534	24,212	6,853	6,647	97.0	17,225	17,128	4,580	[illegible]
Carver	18,177	17,606	5,077	4,925	97.0	12,439	13,640	1,273	[illegible]
Cass	19,099	20,646	5,335	5,063	94.9	9,351	10,508	1,128	[illegible]
Chippewa	16,718	16,927	4,670	4,572	97.9	16,619	18,675	1,674	[illegible]
Chisago	12,610	13,124	3,522	3,412	96.9	8,109	8,209	871	[illegible]
Clay	29,857	25,337	8,340	8,165	97.9	21,355	33,037	2,789	[illegible]
Clearwater	10,158	11,153	2,837	2,698	95.1	5,304	6,845	575	[illegible]
Cook	2,880	3,030	804	759	94.4	2,283	2,380	450	[illegible]
Cottonwood	15,759	16,143	4,401	4,317	98.1	12,809	15,214	1,190	[illegible]
Crow Wing	30,676	30,226	8,569	8,286	96.7	26,826	30,984	3,980	[illegible]
Dakota	49,055	39,660	13,703	13,484	98.4	29,614	35,048	11,411	[illegible]
Dodge	12,608	12,931	3,521	3,436	97.6	7,454	8,538	613	[illegible]
Douglas	21,215	20,369	5,926	5,730	96.7	16,417	20,625	1,817	[illegible]
Fairbault	23,847	23,941	6,661	6,534	98.1	21,254	22,683	2,014	[illegible]
Fillmore	24,446	25,830	6,828	6,623	97.0	16,619	20,237	1,674	[illegible]
Freeborn	34,447	31,780	9,622	9,420	97.9	29,178	32,786	5,954	[illegible]
Goodhue	32,080	31,564	8,961	8,755	97.7	28,488	32,304	5,222	[illegible]
Grant	9,532	9,828	2,662	2,603	97.8	7,571	8,580	468	[illegible]
Hennepin	669,377	568,899	186,977	184,546	98.7	846,719	787,300	218,398	[illegible]
Houston	14,419	14,735	4,028	3,903	96.9	8,930	10,216	1,005	[illegible]
Hubbard	11,084	11,085	3,096	2,907	93.9	6,446	7,335	932	[illegible]
Isanti	12,094	12,950	3,378	3,260	96.5	7,269	8,048	1,009	[illegible]
Itasca	33,028	32,996	9,226	8,885	96.3	22,933	26,609	4,474	[illegible]
Jackson	16,322	16,805	4,559	4,463	97.9	11,214	13,913	1,112	[illegible]
Kanabec	9,204	9,651	2,571	2,463	95.8	5,440	6,233	607	[illegible]
Kandiyohi	28,521	26,524	7,967	7,800	97.9	22,394	27,273	2,371	[illegible]
Kittson	9,621	10,717	2,687	2,590	96.4	8,143	7,410	485	[illegible]
Koochiching	16,848	16,930	4,706	4,353	92.5	14,034	13,855	3,781	[illegible]
Lac Qui Parle	14,508	15,509	4,053	3,996	98.6	9,772	11,864	818	[illegible]

(Continued on page 124)

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

keyd *"the family station"*

pulled

1,007 LETTERS FROM ONE ANNOUNCEMENT ON ONE PROGRAM

KEYD's popular Slim Jim played a "mystery tune" on his regular 12 to 12:30 noon program of January 19, 1949. In response to his request for the title of the number, 1,007 listeners sent in letters. Mail came from 54 counties in Minn., S. Dak., Iowa and Wisconsin.

keyd—YOUR KEY TO FAMILY LISTENING IN THIS GREAT MARKET

Get greater advertising results with KEYD, because KEYD gives more listeners and better coverage per dollar invested. KEYD's family interest programming produces loyal audience response from all age groups in both farm and city homes. Take advantage of this natural key to family listening. Reach a profitable market for your product in these rich metropolitan and rural counties by using KEYD.

LEE WHITING, General Manager
HAROLD A. WINTHER, Com'l Mgr.

KEYD 5,000 WATTS (d)

FAMILY BROADCASTING CORP.

NINTH AND HENNEPIN ● MINNEAPOLIS 2, MINN.

Represented by Rambeau
New York—Chicago—Los Angeles—San Francisco

* * *

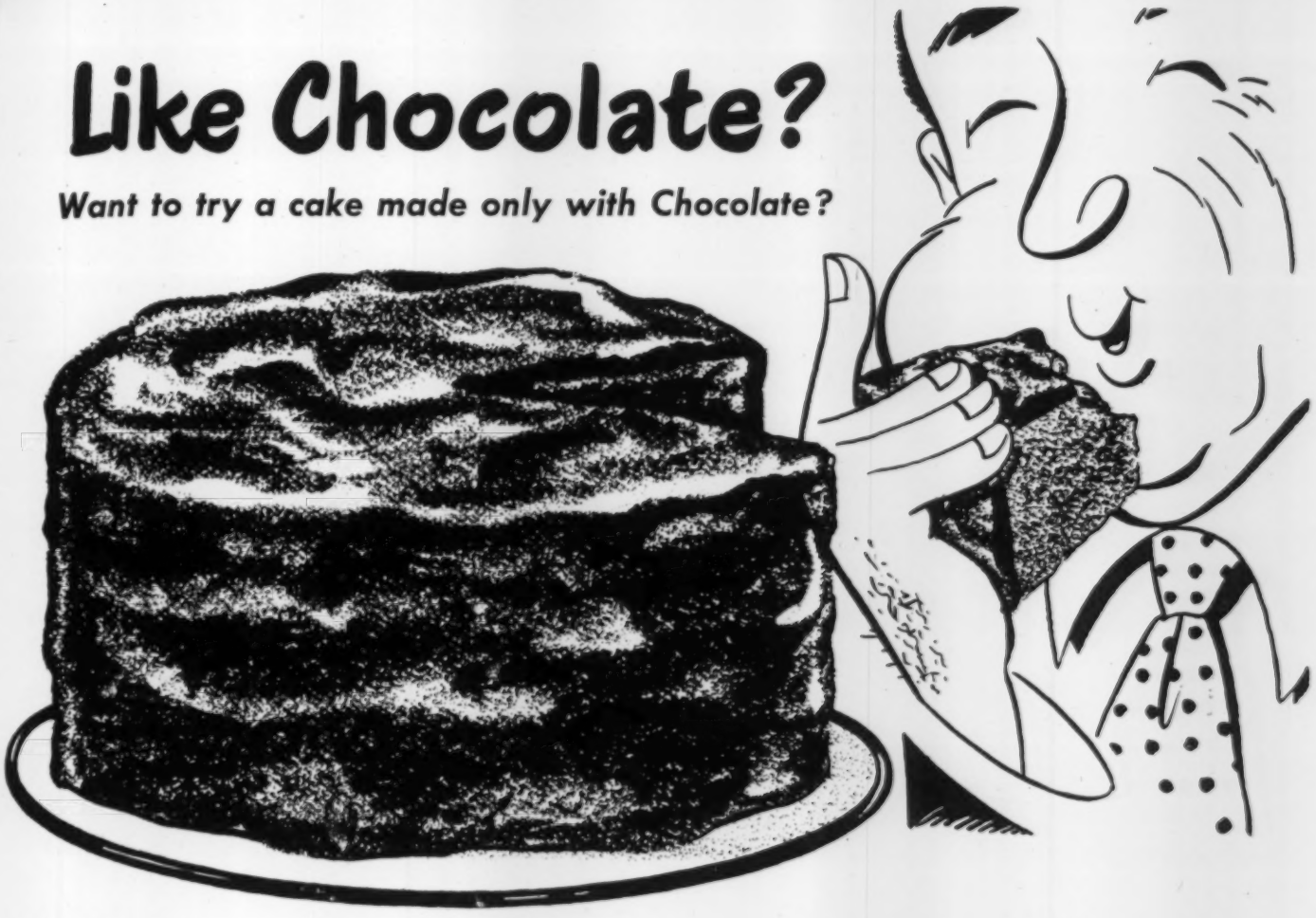
MARKET INDICATORS FOR MINNESOTA

CLASSIFICATIONS	FIGURES			
Population	2,967,210	'50	2,792,300	'40
% of U. S.	1.98%	'50	2.12%	'40
Families	828,829	'50	735,980	'40
Percent Radio	97.7%	'49	95.2%	'46
Radio Families	809,765	'50	689,000	'46
Retail Sales	$2,901,975,000	'49	2,896,613,000	'48
Retail Trade Employes	152,939	'48	109,539	'39
Wholesale Sales Volume	$4,934,363,000	'48	1,458,200,000	'39
Wholesale Trade Employes	52,838	'48	39,002	'39
Employment (Mid-March)	589,138	'48	571,749	'47
Taxable Payrolls (1st quarter)	$ 357,951,000	'48	315,717,000	'47
Income	$3,970,000,000	'48	1,424,000,000	'40
Percent distribution	1.93%	'48	1.88%	'40
Per Capita Income	$1,353	'48	509	'40
Percent of national per capita income	96%	'48	89%	'40
New Construction (Private)	$ 278,900,000	'49	76,400,000	'39
Residential	$ 127,700,000	'49	38,700,000	'39
Non-Residential	$ 55,200,000	'49	12,000,000	'39
Value added by Manufacture	$1,022,586,000	'47	306,840,000	'39
Automobile Registration	1,066,992	'49	977,474	'48
Telephones	839,800	'49	641,000	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

Like Chocolate?

Want to try a cake made only with Chocolate?



What makes the chocolate cake taste so good are the ingredients added to Chocolate

VIDEO is the chocolate in today's sales cake. But, like the complete cake, top sales results require the right combination of VIDEO with all the other important ingredients (AUDIO).

WTCN serves you this wealthy Minneapolis-St. Paul market on a silver platter—with the right combination of sales ingredients. VIDEO—to show people what you make and how it works. AUDIO—to make possible frequent, low-cost reminders that you have a product that does work.

Buy the right combination of AUDIO and VIDEO together on WTCN.

Write, phone, or wire WTCN, Radio City, Minneapolis, Minnesota, or see your Free and Peters representative.

MINNEAPOLIS—ST. PAUL

AUDIO WTCN VIDEO

AUDIO—ABC NETWORK . . . VIDEO—ABC—DUMONT—CBS

MINNESOTA RADIO MARKET DATA BY COUNTIES

(Continued from page 122)

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Lake	7,768	6,956	2,170	1,990	91.7	6,009	5,868	505	
Lake of the Woods	4,897	5,975	1,368	1,306	95.5	2,412	3,326	358	
Le Sueur	19,047	19,227	5,320	5,187	97.5	12,726	15,986	2,027	
Lincoln	10,182	10,797	2,844	2,138	75.2	6,010	8,084	513	
Lyon	22,203	21,569	6,201	5,835	94.1	22,562	27,582	2,367	
McLeod	22,185	21,380	6,197	5,875	94.8	18,383	22,356	2,400	
Mahnomen	6,998	8,054	1,955	1,853	94.8	3,575	4,063	228	
Marshall	16,197	18,364	4,524	4,393	97.1	9,300	10,539	650	
Martin	25,543	24,656	7,135	7,007	98.2	23,503	24,716	2,886	
Meeker	18,941	19,277	5,291	5,143	97.2	13,480	15,799	1,686	
Mille Lacs	15,109	15,558	4,220	4,043	95.8	11,532	12,790	1,004	
Morrison	26,695	27,473	7,457	7,144	95.8	15,344	17,461	1,829	
Mower	42,184	36,113	11,783	11,583	98.3	41,571	40,721	7,865	
Murray	14,778	15,060	4,127	4,056	98.3	8,981	10,759	921	
Nicollet	20,952	18,282	5,853	5,748	98.2	9,484	11,165	1,287	
Nobles	22,382	21,215	6,251	6,163	98.6	21,170	25,306	1,989	
Norman	12,850	14,746	3,589	3,489	97.1	8,964	9,420	594	
Olmstead	47,362	42,658	13,230	12,965	98.0	52,329	52,042	9,603	
Otter Tail	51,094	53,192	14,272	13,787	96.6	31,141	36,022	4,138	
Pennington	12,933	12,913	3,613	3,465	95.9	12,726	15,123	1,493	
Pine	18,203	21,478	5,085	4,871	95.8	11,298	12,161	1,036	
Pipestone	13,995	13,794	3,909	3,842	98.3	14,690	16,020	1,533	
Polk	35,785	37,734	9,996	9,706	97.1	27,934	30,266	3,129	
Pope	12,821	13,544	3,581	3,495	97.6	7,738	7,841	790	
Ramsey	353,400	309,935	98,715	97,432	98.7	521,666	421,508	118,109	
Red Lake	6,805	7,413	1,900	1,833	96.5	4,246	5,017	358	
Redwood	22,113	22,290	6,176	6,058	98.1	17,896	21,365	1,966	
Renville	23,915	24,625	6,680	6,566	98.3	18,148	20,074	1,439	
Rice	36,238	32,160	10,122	9,839	97.2	25,031	27,617	3,733	
Rock	11,271	10,933	3,148	3,081	97.9	8,779	11,090	942	
Roseau	14,491	15,103	4,048	3,870	95.6	8,176	10,088	860	
St. Louis	205,199	260,917	57,318	56,057	97.8	230,188	198,651	52,155	
Scott	16,459	15,585	4,597	4,459	97.0	10,946	12,099	1,296	
Sherburne	10,637	10,456	2,971	2,852	96.0	5,674	5,560	437	
Sibley	15,829	16,625	4,421	4,319	97.7	10,022	11,067	981	
Stearns	70,408	67,200	19,667	19,097	97.1	51,035	64,956	8,206	
Steele	21,127	19,749	5,901	5,759	97.6	18,903	22,053	3,152	
Stevens	11,114	11,039	3,104	3,010	97.0	9,368	10,391	940	
Swift	15,820	15,469	4,419	4,317	97.7	12,005	17,586	1,203	
Todd	25,410	27,438	7,098	6,842	96.4	13,900	16,821	1,351	
Traverse	8,064	8,283	2,253	2,224	98.7	6,077	7,857	580	
Wabasha	16,883	17,653	4,716	4,579	97.1	12,406	14,489	1,462	
Wadena	12,716	12,772	3,552	3,396	95.6	10,476	13,551	1,236	
Waseca	14,933	15,186	4,171	4,058	97.3	11,583	13,874	1,453	
Washington	34,356	26,430	9,597	9,405	98.0	20,095	23,831	3,683	
Watonwan	13,872	13,902	3,874	3,815	98.5	12,238	13,020	1,542	
Wilkin	10,542	10,475	2,944	2,879	97.8	6,851	8,789	591	
Winona	39,753	37,795	11,104	10,760	96.9	37,469	37,045	7,717	
Wright	27,693	27,550	7,735	7,472	96.6	17,577	24,226	2,111	
Yellow Medicine	16,229	16,917	4,533	4,470	98.6	12,104	14,782	1,066	

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce

MISSISSIPPI

SPOT RATE FINDER

BILOXI, Harrison, 23,295 fam., 84.1% radio, 19,591 radio fam.
WGCM, 250w, 1240kc
(See Gulfport, Miss.)
WLOX, 250w, 1490kc, MBS, Rambeau

	SB	1M	5M	15M	30M	1 Hr
D	3.50	3.50	7.00	14.00	21.00	35.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WVMI, 1kw, 570kc

D	4.50	6.00	12.00	24.00	36.00	60.00
N	4.50	6.00	12.00	24.00	36.00	60.00

BROOKHAVEN, Lincoln, 7,775 fam., 80.1% radio, 6,228 radio fam.
WJMB, 250w, 1340kc, Continental

D	2.70	3.50	6.15	14.50	24.25	45.50
N	2.70	3.50	6.15	14.50	24.25	45.50

CLARKSDALE, Coahoma, 13,755 fam., 75.8% radio, 10,426 radio fam.
WROX, 250w, 1450kc, MBS

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

For Facts on the Meridian Market
Contact
HEADLEY-REED
Representatives of
Radio Station
WTOK

CLEVELAND, Bolivar, 17,524 fam., 77.8% radio, 13,634 radio fam.
WCLD, 250w, 1490kc, LBS, McGillvra

	SB	1M	5M	15M	30M	1 Hr
D	1.50	2.75	7.50	10.00	16.00	35.00
N	1.50	2.75	7.50	10.00	16.00	35.00

COLUMBIA, Marion, 6,669 fam., 77.7% radio, 5,182 radio fam.
WCJU, 250w, 1450kc, MBS, BMB

D	2.89	5.51	10.71	16.32	27.88
N	4.48	8.02	15.92	25.71	42.85

COLUMBUS, Lowndes, 10,556 fam., 85.0% radio, 8,973 radio fam.
WACR, 250w-D, 1050kc

D	3.40	3.40	7.50	12.75	21.25	42.50
N	5.00	5.00	10.00	21.25	36.00	60.00

WCBI, 250w, 1340kc, MBS, Mid South

D		5.00	10.00	24.00	36.00	60.00
N		5.00	10.00	24.00	36.00	60.00

CORINTH, Alcorn, 7,548 fam., 85.1% radio, 6,423 radio fam.
WCMA, 250w, 1230kc, MBS, Burn-Smith

D	4.00	5.00	8.00	13.00	24.00	45.00
N	5.00	6.00	11.00	25.00	40.00	70.00

GREENVILLE, Washington, 19,630 fam., 75.7% radio, 14,860 radio fam.
WGVM, 1kw-D, 1260kc, Friedenberg

D	4.50	6.00	12.50	20.00	35.00	
N	5.00	6.00	11.00	25.00	40.00	70.00

WJPR, 250w, 1340kc, MBS, Sears & Ayer

D	5.50	6.50	10.00	18.00	36.00	60.00
N	5.50	6.50	10.00	18.00	36.00	60.00

WJPR-FM, Chan. 270, 101.9mc, 19.1kw, Bonus
GREENWOOD, Leflore, 14,297 fam., 78.4% radio, 11,208 radio fam.
WABG, 1kw-D, 960kc

D	5.50	6.50	10.00	18.00	36.00	60.00

WGRM, 250w, 1240kc, NBC

D	6.00	6.00	9.00	22.50	40.00	75.00
N	3.50	3.50	9.00	22.50	40.00	75.00

MARKET INDICATORS FOR MISSISSIPPI

CLASSIFICATIONS	FIGURES		
Population	2,171,806	'50	2,183,796
% of U.S.	1.45%	'50	1.66%
Families	606,649	'50	543,600
Percent Radio	79.8%	'49	66.2%
Radio Families	484,105	'50	358,000
Retail Sales	$1,142,287,000	'49	992,700,000
Retail Trade Employes	54,605	'48	34,884
Wholesale Sales Volume	$ 977,523,000	'48	245,200,000
Wholesale Trade Employes	13,957	'48	7,270
Employment (Mid-March)	217,768	'48	220,909
Taxable Payrolls (1st quarter)	$ 91,935,000	'48	86,720,000
Income	$1,603,000,000	'48	444,000,000
Percent distribution	0.78%	'48	0.58%
Per Capita Income	$758	'48	202
Percent of national per capita income	54%	'48	35%
New Construction (Private)	$ 88,100,000	'47	22,600,000
Residential	$ 31,700,000	'47	9,500,000
Non-Residential	$ 15,000,000	'48	2,300,000
Value added by Manufacture	$ 300,184,000	'47	72,661,000
Automobile Registration	438,412	'49	397,723
Telephones	193,600	'49	117,900

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

* * *

GRENADA, Grenada, 5,243 fam., 78.5% radio, 4,115 radio fam.
WNAG, 250w, 1400kc, MBS, Radio Sales

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

GULFPORT, Harrison, 23,295 fam., 84.1% radio, 19,591 radio fam.
WGCM, 250w, 1240kc, ABC, LBS, Sears & Ayer

D	3.50	3.50	7.00	14.00	21.00	35.00
N	6.00	6.00	12.00	24.00	36.00	60.00

* * *

WGCM-FM, Chan. 268, 101.5mc, 3kw, Bonus
HATTIESBURG, Forrest, 12,543 fam., 80.6% radio, 10,110 radio fam.
WFOR, 250w, 1400kc, NBC, Hollingbery, BMB, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	9.00	18.00	27.00	45.00
N	7.50	7.50	15.00	30.00	45.00	75.00

WFOR-FM, Chan. 250, 97.9mc, 2kw, Hollingbery

D	3.00	3.00	6.00	12.00	18.00	30.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WHSY, 250w, 1230kc, BMB

	SB	1M	5M	15M	30M	1 Hr
D	4.25		8.75	15.00	24.00	40.00
N	7.50		12.00	20.00	36.00	60.00

JACKSON, Hinds, 39,519 fam., 84.0% radio, 33,195 radio fam.

4 AM affiliates, average 1-time rate

D	7.85	8.35	11.87	20.18	30.81	53.12
N	11.12	11.87	20.00	37.31	57.00	95.00

WJDX, 5kw-D, 1kw-N, 1300kc, NBC, Hollingbery

D	10.00	10.00	15.00	24.00	36.00	60.00
N	15.00	15.00	25.00	48.00	72.00	120.00

WJDX-FM, Chan. 275, 102.9mc, 50kw

D		1.50	3.00	5.00	10.00	15.00
N		1.50	3.00	5.00	10.00	15.00

WJQS, 250w, 1400kc, CBS

D	3.40	3.40	7.50	12.75	21.25	42.50
N	5.00	5.00	10.00	21.25	36.00	60.00

WJXN, 250w, 1450kc

D	5.00	6.00	8.00	15.00	25.00	40.00
N	8.20	10.00	15.00	30.00	50.00	85.00

WRBC, 5kw-D, 1kw-N, 620kc, MBS, Branham, Conlan, BMB

D	8.00	8.00	10.00	20.00	30.00	50.00
N	12.50	12.50	20.00	40.00	60.00	100.00

WSLI, 5kw, 930kc, ABC, Weed

D	10.00	12.00	15.00	24.00	36.00	60.00
N	12.00	15.00	25.00	40.00	60.00	100.00

OSCIUSKO, Attala, 7,434 fam., 78.0% radio, 5,798 radio fam.

WXOZ, 250w, 1340kc

D	2.00	2.00	5.00	7.20	12.60	22.50
N	2.50	2.50	7.50	15.00	25.00	50.00

LAUREL, Jones, 15,930 fam., 81.5% radio, 12,983 radio fam.

2 AM affiliates, average 1-time rate

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WAML, 250w, 1340kc, NBC, Hollingbery

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WLAU, 250w, 1490kc, MBS

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

MACON, Noxubee, 5,584 fam., 74.9% radio, 4,182 radio fam.

WMBC, 250w, 1400kc

D	3.40	3.40	7.50	12.75	21.25	42.50
N	5.00	5.00	10.00	21.25	36.00	60.00

McCOMB, Pike, 9,784 fam., 83.6% radio, 8,179 radio fam.

2 AM non-affiliates, average 1-time rate

D	6.00	5.75	10.00	27.00	47.00	75.00

WAPF, 250w-D, 1010kc

D	3.00	4.00	12.50	20.00	35.00	50.00

WSKB, 5kw-D, 500w-N, 1250kc

D	10.00	7.50	17.50	35.00	60.00	100.00
N	12.00	8.50	22.50	45.00	80.00	140.00

MERIDIAN, Lauderdale, 17,884 fam., 78.7% radio, 14,075 radio fam.

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	3.96	3.96	8.33	16.50	26.08	47.50
N	5.00	5.00	10.00	22.08	36.00	60.00

WCOC, 5kw-D, 1kw-N, 910kc, CBS

D	3.40	3.40	7.50	12.75	21.25	42.50
N	5.00	5.00	10.00	21.25	36.00	60.00

WMOX, 250w, 1240kc, MBS, Mid South

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

WMOX-FM, Chan. 253, 98.5mc, 5kw, Bonus

WTOK, 250w, 1450kc, ABC, Headley-Reed, Conlan

D	3.50	3.50	7.50	12.75	21.00	40.00
N	5.00	5.00	10.00	21.00	36.00	60.00

NATCHEZ, Adams, 8,986 fam., 75.0% radio, 6,740 radio fam.

WMIS, 250w, 1240kc, NBC

D	6.00	6.00	9.00	22.50	40.00	75.00
N	6.00	6.00	9.00	22.50	40.00	75.00

WNAT, 250w, 1450kc
(No rates available)

PASCAGOULA, Jackson, 8,744 fam., 86.3% radio, 7,546 radio fam.

WPMP, 250w-D, 1580kc
(No rates available)

PHILADELPHIA, Neshoba, 7,177 fam., 79.1% radio, 5,677 radio fam.

WHOC, 250w, 1490kc

D	4.00	4.00	8.00	12.00	24.00	40.00
N	6.00	6.00	12.00	18.00	36.00	60.00

PICAYUNE, Pearl River, 5,747 fam., 83.0% radio, 4,770 radio fam.

WRJW, 1kw-D, 1320kc, Continental

D	3.00	5.00	8.00	15.00	27.50	40.00
N	4.00	5.00	8.00	15.00	27.50	40.00

STARKVILLE, Oktibbeha, 6,865 fam., 78.4% radio, 5,382 radio fam.

WSSO, 250w, 1230kc

D	3.00	5.00	10.00	24.00	36.00	60.00
N	3.00	5.00	10.00	24.00	36.00	60.00

TUPELO, Lee, 10,678 fam., 83.0% radio, 8,863 radio fam.

WELO, 250w, 1490kc, MBS, Sears & Ayer

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

VICKSBURG, Warren, 10,953 fam., 78.7% radio, 8,620 radio fam.

WQBC, 1kw-D, 500w-N, 1420kc, MBS, Sears & Ayer, Conlan

D	4.00	4.00	12.00	18.00	32.00	60.00
N	6.00	6.00	15.00	25.00	50.00	90.00

WVIM, 250w, 1490kc

D	3.50	3.50	7.00	14.00	21.00	35.00
N	5.00	5.00	12.00	24.00	36.00	60.00

WEST POINT, Clay, 4,953 fam., 76.7% radio, 3,799 radio fam.

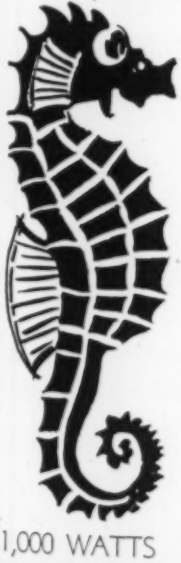
WROB, 250w, 1450kc, MBS, Mid South

D	5.00	5.00	10.00	24.00	36.00	60.00
N	5.00	5.00	10.00	24.00	36.00	60.00

YAZOO CITY, Yazoo, 9,947 fam., 73.7% radio, 7,331 radio fam.

WAZF, 250w, 1230kc

D	3.00	5.00	10.00	24.00	36.00	60.00
N	3.00	5.00	10.00	24.00	36.00	60.00



THE OLD SEA-HORSE SAYS:

BUSINESS IS BOOMING IN BILOXI

and the

MISSISSIPPI GULF COAST

And WVMI, with 1,000 watts on 570 kc, is your best bet to get your share of this retail trade which is UP over 25% over same period in 1949.

WVMI serves the entire Mississippi Gulf Coast. Over 500,000 permanent residents reside in WVMI-area, while over 1,000,000 tourists travel the Gulf Coast each summer. *May we tell you more?*

BILOXI, MISSISSIPPI

WVMI

1,000 WATTS

570 KILOCYCLES

MISSISSIPPI RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qu. 1948 ($000)
Adams	32,170	27,238	8,986	6,740	75.0	23,598	23,325	6,827	3,221
Alcorn	27,021	26,969	7,548	6,423	85.1	17,203	15,631	3,024	1,336
Amite	19,232	21,892	5,372	4,281	79.7	4,286	5,694	1,307	308
Attala	26,615	30,227	7,434	5,798	78.0	12,774	12,251	2,961	1,223
Benton	8,784	10,429	2,453	1,942	79.2	1,285	1,124	59	9
Bolivar	62,737	67,574	17,524	13,634	77.8	31,683	26,002	2,580	991
Calhoun	18,336	20,893	5,121	4,311	84.2	5,449	4,953	1,024	236
Carroll	15,481	20,651	4,324	3,433	79.4	3,795	2,687	257	56
Chickasaw	18,927	21,427	5,286	4,329	81.9	6,366	5,997	943	299
Choctaw	10,973	13,548	3,065	2,486	81.1	3,204	2,643	520	126
Claiborne	11,870	12,810	3,366	2,444	73.7	5,406	4,382	1,206	374
Clarke	19,337	20,596	5,401	4,396	81.4	6,284	5,207	2,472	636
Clay	17,733	19,030	4,953	3,799	76.7	8,571	7,282	1,685	382
Coahoma	49,244	48,333	13,755	10,426	75.8	28,916	26,031	3,226	1,402
Copiah	30,475	33,974	8,512	6,707	78.8	14,856	11,207	2,634	801
Covington	16,007	17,030	4,471	3,675	82.2	5,469	5,077	837	236
De Soto	24,600	26,663	6,872	5,209	75.8	7,387	5,744	423	155
Forrest	44,904	34,901	12,543	10,110	80.6	43,091	37,297	8,849	3,822
Franklin	10,891	12,504	3,042	2,537	83.4	3,388	3,640	982	277
George	9,974	8,704	2,786	2,262	81.2	3,918	3,882	522	195
Greene	8,184	9,512	2,286	1,820	79.6	2,837	2,150	750	270
Grenada	18,773	19,052	5,243	4,115	78.5	9,878	9,425	2,414	972
Hancock	11,873	11,328	3,316	2,712	81.8	4,978	5,179	768	273
Harrison	83,396	50,799	23,295	19,591	84.1	61,271	51,220	14,567	4,866
Hinds	141,480	107,273	39,519	33,195	84.0	139,867	111,273	32,531	16,226
Holmes	33,212	39,710	9,277	6,995	75.4	15,978	12,412	1,413	470
Humphreys	23,083	26,257	6,448	4,836	75.0	9,529	9,072	662	307
Issaquena	4,958	6,433	1,384	1,029	74.4	1,124	655	19	8
Itawamba	17,148	19,922	4,790	3,846	80.3	2,837	2,505	412	101
Jackson	31,304	20,601	8,744	7,546	86.3	11,775	15,791	6,294	412
Jasper	18,876	19,484	5,272	4,164	79.0	5,406	4,109	790	234
Jefferson	11,283	13,969	3,151	2,379	75.5	4,326	3,203	663	143
Jeff Davis	15,476	15,869	4,323	3,368	77.9	4,816	4,852	369	117
Jones	57,030	49,227	15,930	12,983	81.5	36,057	33,301	10,977	3,824
Kemper	15,877	21,867	4,435	3,450	77.8	4,407	3,553	316	100
Lafayette	22,774	21,257	6,361	5,126	80.6	9,163	9,139	854	298
Lamar	13,199	12,096	3,687	3,020	81.9	2,838	3,529	792	226
Lauderdale	64,024	58,247	17,884	14,075	78.7	54,855	42,062	12,311	4,964
Lawrence	12,622	13,983	3,525	2,781	78.9	4,407	4,248	881	241
Leake	21,541	24,570	6,017	4,783	79.5	8,570	5,477	713	205
Lee	38,228	38,838	10,678	8,863	83.0	23,467	23,243	4,334	1,761
Leflore	51,186	53,406	14,297	11,208	78.4	36,650	33,545	4,574	2,087
Lincoln	27,833	27,506	7,775	6,228	80.1	14,428	15,453	2,862	1,108
Lowndes	37,789	35,245	10,556	8,973	85.0	22,263	19,504	5,056	2,042
Madison	33,729	37,504	9,422	7,208	76.5	12,816	11,914	2,145	845
Marion	23,874	24,085	6,669	5,182	77.7	12,510	10,173	2,658	1,062
Marshall	25,042	25,522	6,995	5,246	75.0	7,246	6,321	529	172
Monroe	36,470	37,648	10,187	8,139	79.9	17,631	12,734	3,420	843
Montgomery	14,431	15,703	4,031	3,240	80.4	6,549	5,693	1,120	305
Neshoba	25,695	27,882	7,177	5,677	79.1	9,918	9,058	2,072	676
Newton	22,636	24,249	6,323	5,141	81.3	8,835	8,579	1,652	485
Noxubee	19,992	25,669	5,584	4,182	74.9	8,366	6,773	1,064	319
Oktibbeha	24,578	22,151	6,865	5,382	78.4	9,693	8,208	1,622	579
Panola	31,135	34,421	8,697	6,992	80.4	15,551	13,011	1,273	470
Pearl River	20,575	19,125	5,747	4,770	83.0	11,304	10,263	2,694	1,055
Perry	9,117	9,292	2,547	2,058	80.8	2,468	2,854	505	181
Pike	35,027	35,002	9,784	8,179	83.6	23,223	19,982	3,944	1,481
Pontotoc	20,016	22,904	5,591	4,652	83.2	6,142	6,333	533	178
Prentiss	19,785	20,921	5,527	4,610	83.4	7,346	6,800	691	198
Quitman	25,807	27,191	7,209	5,861	81.3	8,694	8,329	445	175
Rankin	28,942	27,934	8,084	6,596	81.6	6,285	5,770	1,091	299
Scott	21,631	23,144	6,042	4,997	82.7	11,468	11,754	1,411	437
Sharkey	12,884	15,433	3,599	2,890	80.3	7,406	5,407	351	141
Simpson	21,808	22,024	6,092	5,020	82.4	6,715	6,407	1,003	285
Smith	16,713	19,403	4,668	3,809	81.6	3,694	2,867	757	225
Stone	6,259	6,155	1,748	1,454	83.2	3,244	3,610	457	165
Sunflower	55,988	61,007	15,639	12,245	78.3	21,530	21,032	1,639	654
Tallahatchie	30,385	34,166	8,487	6,756	79.6	9,692	8,270	647	213
Tate	17,970	19,309	5,020	3,981	79.3	6,327	6,487	434	134
Tippah	17,468	19,680	4,879	4,079	83.6	5,673	4,926	488	129
Tishomingo	15,527	16,974	4,337	3,639	83.9	3,550	3,172	247	71
Tunica	21,645	22,610	6,046	4,589	75.9	9,306	6,469	515	217
Union	20,208	21,867	5,645	4,668	82.7	7,796	7,134	1,386	474
Walthall	15,540	17,534	4,341	3,442	79.3	7,245	4,115	660	194
Warren	39,212	39,595	10,953	8,620	78.7	34,014	26,544	6,426	2,782
Washington	70,276	67,576	19,630	14,860	75.7	49,561	41,853	7,026	3,330
Wayne	16,968	16,928	4,740	3,745	79.0	5,143	4,876	786	234
Webster	11,579	14,160	3,234	2,687	83.1	6,263	4,894	497	136
Wilkinson	14,083	15,955	3,934	3,163	80.4	7,512	5,728	1,769	654
Winston	22,180	22,751	6,195	4,863	78.5	7,998	8,224	2,031	792
Yalobusha	15,154	18,387	4,233	3,264	77.1	7,388	6,084	514	149
Yazoo	35,612	40,091	9,947	7,331	73.7	17,529	15,096	2,129	883

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

MISSOURI

SPOT RATE FINDER

CAPE GIRARDEAU, Cape Girardeau, 10,757 fam., 93.9% radio, 10,101 radio fam.

KFVS, 1kw-D, 500w-N, 960kc, MBS, Pearson

	SB	1M	5M	15M	30M	1 Hr
D		8.50	17.50	35.00	50.00	80.00
N		8.50	17.50	35.00	50.00	80.00

KFVS-FM, Chan. 239, 95.7mc, 8.1kw (20% of AM rate)

KGMO(FM), Chan. 249, 97.7mc, 290w

D	3.75	4.25	7.50	15.00	22.50	37.50
N	3.75	4.25	7.50	15.00	22.50	37.50

CARTHAGE, Jasper, 21,984 fam., 93.3% radio, 20,511 radio fam.

KDMO, 250w, 1490kc

D	2.75	3.45	6.00	10.00	16.50	30.00
N	4.00	5.00	10.00	16.00	24.00	40.00

CARUTHERSVILLE, Pemiscot, 12,707 fam., 85.4% radio, 10,852 radio fam.

KCRV, 1kw-D, 1370kc

D	2.50	3.00	7.50	17.50	30.00	50.00

CHILLICOTHE, Livingston, 4,602 fam., 94.2% radio, 4,335 radio fam.

KCHI, 250w-D, 1010kc, Conwell, Biddick

D	7.50	7.50	12.00	21.30	36.30	60.75

COLUMBIA, Boone, 13,454 fam., 89.3% radio, 12,014 radio fam.

KFRU, 250w, 1400kc, ABC, BMB

D	2.50	3.50	8.00	16.00	24.00	40.00
N	3.50	5.00	12.00	24.00	36.00	60.00

KUMO, 1kw, 950kc (No rates available)

FARMINGTON, St. Francois, 9,833 fam., 94.3% radio, 9,273 radio fam.

KREI, 1kw-D, 1350kc

D	3.75	4.50	7.50	18.75	37.50	60.00

KREI-FM, Chan. 261, 100.1mc, 0.3kw, Bonus

FESTUS, Jefferson, 10,546 fam., 94.7% radio, 9,987 radio fam.

KJCF, 250w-D, 1010kc (No rates available)

FLAT RIVER, St. Francois, 9,833 fam., 94.3% radio, 9,273 radio fam.

KFMO, 250w, 1240kc, Pearson, BMB

D	6.00	12.00	24.00	36.00	60.00
N	6.00	12.00	24.00	36.00	60.00

HANNIBAL, Marion, 8,288 fam., 94.6% radio, 7,840 radio fam.

KHMO, 5kw-D, 1kw-N, 1070kc, MBS, Pearson, Conlan

D	15.00	15.00	25.00	37.50	70.00	120.00
N	18.00	18.00	35.00	50.00	90.00	150.00

INDEPENDENCE, Jackson, 153,968 fam., 97.0% radio, 149,349 radio fam.

KIMO, 1kw-D, 1510kc

D	8.00	12.00	20.00	35.00	55.00	90.00
N	10.00	15.00	25.00	50.00	75.00	125.00

JEFFERSON CITY, Cole, 9,822 fam., 95.1% radio, 9,340 radio fam. (CP to move to Fulton, Mo.)

KFAL, 250w, 900kc

D	4.00	5.50	10.00	20.00	30.00	50.00
N	5.00	7.00	15.00	30.00	45.00	75.00

KWOS, 250w, 1240kc, MBS, Sears & Ayer, Conlan

D	4.00	5.50	10.00	20.00	30.00	50.00
N	5.00	7.00	15.00	25.00	45.00	75.00

KWOS-FM, Chan. 253, 98.5mc, 9.2kw, Sears & Ayer, Bonus

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

For Facts on the St. Joseph Market
Contact
HEADLEY-REED
Representatives of Radio Station
KFEQ

JOPLIN, Jasper, 21,984 fam., 93.3% radio, 20,511 radio fam.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	7.25	8.00	13.50	20.00	35.00	55.00
N	8.50	10.00	16.50	27.50	45.00	75.00

KFSB, 5kw-D, 1kw-N, 1310kc, Conlan, BMB

D	10.00	10.00	14.00	30.00	50.00	90.00
N	15.00	15.00	25.00	40.00	65.00	110.00

KSWM, 250w, 1230kc, CBS, Rambeau, Conlan

D	8.50	8.50	15.00	20.00	35.00	50.00
N	10.00	10.00	18.00	30.00	45.00	75.00

WMBH, 250w, 1450kc, MBS, Sears & Ayer, Conlan

D	6.00	7.50	12.00	20.00	35.00	60.00
N	7.00	10.00	15.00	25.00	45.00	75.00

WMBH-FM, Chan. 241, 96.1mc, 70kw, Sears & Ayer, Bonus

KANSAS CITY, Jackson, 153,968 fam., 97.0% radio, 149,349 radio fam.

4 AM affiliates, average 1-time rate

D	29.50	48.15	53.46	73.55	135.33	240.33
N	48.45	83.73	92.86	129.40	230.66	414.00

2 AM non-affiliates, average 1-time rate

D	12.00	19.00	31.00

KCKN, 250w, 1340kc

D	13.00	18.00	21.00	32.00	48.00	80.00
N	13.00	18.00	21.00	32.00	48.00	80.00

KCMO, 50kw-D, 10kw-N, 810kc, ABC, Pearson

D	39.00	60.00	64.80	108.00	180.00	300.00
N	52.00	80.00	86.40	144.00	240.00	400.00

KCMO-FM, Chan. 235, 94.9mc, 54kw, Transit Radio (See Transit Radio for rates)

KFRM, 5kw-D, 550kc, Free & Peters, Conlan

D	12.00	20.00	30.00

(For combination rates see listing under KMBC Kansas City, Mo.)

KMBC, 5kw, 980kc, CBS, Free & Peters, Hooper, Conlan

D	24.00	40.00	60.00
N	50.00	70.00	120.00

Combination rates for KMBC & KFRM, Concordia, Kan. are:

	SB	1M
Noon	42.00	67.20
Other	30.00	56.00

WDAF, 5kw, 610kc, NBC, Petry

D	30.00	66.00	58.40	73.00	133.00	266.00
N	60.00	132.00	117.60	147.00	266.00	532.00

WDAF-TV, Chan. 4, 11kw-aur.; 22kw-vis., Harrington, Righter & Parsons

D	30.00	30.00	39.00	60.00	90.00	150.00
N	60.00	60.00	78.00	120.00	180.00	300.00

WHB, 10kw-D, 5kw-N, 710kc, MBS, Blair

D	16.00	26.60	37.20	53.20	93.00	155.00
N	31.80	53.00	74.60	106.60	186.00	310.00

KENNETT, Dunklin, 12,630 fam., 89.9% radio, 11,354 radio fam.

KBOA, 1kw-D, 830kc

D	6.00	15.00	25.00	45.00	75.00

KBOA-FM, Chan. 255, 98.9mc, 6.9kw, Bonus

KIRKSVILLE, Adair, 5,418 fam., 93.7% radio, 5,076 radio fam.

KIRX, 250w, 1450kc, Sears & Ayer, BMB

D	6.00	6.00	18.00	30.00	40.00	60.00
N	6.00	6.00	18.00	30.00	40.00	60.00

LEBANON, Laclede, 5,293 fam., 89.3% radio, 4,726 radio fam.

KLWT, 250w, 1230kc, MBS

D	4.40	5.65	9.40	18.75	31.25	43.75
N	4.40	5.65	9.40	18.75	31.25	43.75

MARSHALL, Saline, 7,439 fam., 93.0% radio, 6,918 radio fam.

KMMO, 500w-D, 1300kc, Conwell

D	2.00	3.00	7.00	12.00	24.00

(Continued on page 128)

The Golden Circle Station In

St. Louis

The Nation's 8th Largest Market

KXLW

1000 watts — 1320 on the dial

8135 Forsyth
St. Louis 24, Mo.

SERVES

More People With

MORE MONEY ALL THE TIME

CALL LES WARE—DELMAR 1320
FOR RATES AND RESULTS

MARKET INDICATORS FOR MISSOURI

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	3,924,220	'50	3,784,664	'40
% of U. S.	2.62%	'50	2.88%	'40
Families	1,096,150	'50	1,072,580	'40
Percent Radio	94.4%	'49	89%	'46
Radio Families	1,034,765	'50	969,100	'46
Retail Sales	$3,763,446,000	'49	3,538,622,000	'48
Retail Trade Employes	202,229	'48	139,851	'39
Wholesale Sales Volume	$7,345,124,000	'48	2,261,300,000	'39
Wholesale Trade Employes	85,659	'48	65,361	'39
Employment (Mid-March)	919,957	'48	901,012	'47
Taxable Payrolls (1st quarter)	$ 546,580,000	'48	487,253,000	'47
Income	$5,278,000,000	'48	1,914,000,000	'40
Percent distribution	2.56%	'48	2.52%	'40
Per Capita Income	$1,356	'48	505	'40
Percent of national per capita income	96%	'48	89%	'40
New Construction (Private)	$ 349,500,000	'49	78,200,000	'39
Residential	$ 125,600,000	'49	37,000,000	'39
Non-Residential	$ 70,600,000	'49	15,700,000	'39
Value added by Manufacture	$1,623,145,000	'47	581,804,000	'39
Automobile Registration	1,194,899	'49	1,112,229	'48
Telephones	1,056,800	'49	794,700	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

MISSOURI

SPOT RATE FINDER

(Continued from page 127)

MEXICO, Audrain, 6,656 fam., 94.1% radio, 6,263 radio fam.

KXEQ, 250w, 1340kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.50	21.00	31.50	52.00
N	5.00	5.00	11.55	23.10	35.00	58.00

MOBERLY, Randolph, 6,384 fam., 93.7% radio, 5,981 radio fam.

KNCM, 250w-D, 1220kc, Conwell

D	3.50	3.50	6.00	12.00	20.00	37.50

MONETT, Barry, 7,273 fam., 97.2% radio, 7,069 radio fam.
KRMO, 250w, 990kc
(No data available)

NEVADA, Vernon, 6,313 fam., 91.7% radio, 5,789 radio fam.

KNEM, 250w, 1240kc, Conwell, Biddick

D	4.00	5.40	9.75	17.25	29.20	48.75
N	4.00	5.40	9.75	17.25	29.20	48.75

POPLAR BLUFF, Butler, 10,554 fam., 86.1% radio, 9,087 radio fam.

KWOC, 250w, 1340kc, Pearson

D	4.50	12.00	20.00	30.00	50.00
N	4.50	12.00	20.00	30.00	50.00

KWOC-FM, Chan. 233, 94.5mc, 16kw, Pearson, Bonus

ROLLA, Phelps, 5,984 fam., 87.5% radio, 5,236 radio fam.

KTTR, 250w, 1490kc

D	3.20	3.20	7.00	14.00	24.00	40.00
N	3.20	3.20	7.00	14.00	24.00	40.00

STE. GENEVIEVE, Ste. Genevieve, 3,134 fam., 91.9% radio, 2,880 radio fam.

KSGM, 250w, 1450kc

D	3.75	6.25	8.10	15.30	27.00	45.00
N	3.75	6.25	8.10	15.30	27.00	45.00

KSGM-FM, Chan. 289, 105.7mc, 2.9kw, Bonus

ST. JOSEPH, Buchanan, 26,153 fam., 94.9% radio, 24,819 radio fam.

KFEQ, 5kw, 680kc, MBS, Headley-Reed

D	10.00	10.00	18.00	36.00	54.00	90.00
N	15.00	15.00	28.00	56.00	84.00	140.00

KRES, 250w, 1230kc

D	4.89	4.89	8.05	17.25	31.63	57.50
N	4.89	4.89	8.05	17.25	31.63	57.50

ST. LOUIS, St. Louis, 351,083 fam., 97.4% radio, 341,955 radio fam.

4 AM affiliates, average 1-time rate

D	33.62	49.12	57.66	99.50	154.25	248.75
N	61.25	77.66	91.00	177.50	283.75	463.75

4 AM non-affiliates average 1-time rate

D	9.16	13.60	23.33	42.50	65.12	125.25

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

* * *

KMOX, 50kw, 1120kc, CBS, Radio Sales, Hooper, CBS Diary

	SB	1M	5M	15M	30M	1 Hr
D	54.00	78.00	69.00	138.00	207.00	345.00
N	90.00			230.00	345.00	575.00

KSD, 5kw, 550kc, NBC, Free & Peters

D	32.50	46.50		100.00	170.00	250.00
N	65.00	93.00		200.00	340.00	500.00

KSD-TV, Chan. 5, 10kw-aur.; 20kw-vis., NBC, Free & Peters

D		60.00	80.00	120.00	180.00	300.00
N		100.00	133.00	200.00	300.00	500.00

KSTL, 1kw-D, 690kc

D	10.00	13.00		30.00	50.00	

KWK, 5kw, 1380kc, MBS, Katz, Hooper, Pulse

D	24.00	36.00	48.00	80.00	120.00	200.00
N	45.00	70.00	84.00	140.00	225.00	380.00

KXLW, 1kw-D, 1320kc, Forjoe, Hooper

D	6.00	11.00	20.00	40.00	60.00	

KXOK, 5kw, 630kc, ABC, Blair, Hooper

D	24.00	36.00	56.00	80.00	120.00	200.00
N	45.00	70.00	98.00	140.00	225.00	400.00

KXOK-FM, Chan. 229, 93.7mc, 70kw, Transit Radio
(See Transit FM Listing)

* * *

WEW, 1kw-D, 770kc

D	7.50	9.40	22.50	45.00	67.50	112.50

WIL, 5kw, 1430kc, Pearson

	SB	1M	5M	15M	30M	1 Hr
D	14.00	21.00	27.50	55.00	83.00	138.00
N	25.00	37.50	50.00	100.00	150.00	250.00

SEDALIA, Pettis, 8,793 fam., 93.1% radio, 8,186 radio fam.

KDRO, 250w, 1490kc, MBS, Forjoe

D	4.00	4.00	7.00	12.50	22.50	40.00
N	4.00	4.00	10.00	17.50	30.00	55.00

KDRO-FM, Chan. 259, 99.7mc, 15kw, Bonus

SIKESTON, Scott, 9,153 fam., 92.2%, radio. 8,439 radio fam.

KSIM, 250w, 1400kc

D	6.00	6.00	12.00	24.00	36.00	60.00
N	6.00	6.00	12.00	24.00	36.00	60.00

SPRINGFIELD, Greene, 29,083 fam., 94.5% radio, 27,483 radio fam.

4 AM affiliates, average 1-time rate

D	8.81	8.81	15.75	26.62	46.00	78.75
N	11.31	11.31	22.00	34.93	61.00	102.50

KGBX, 5kw, 1260kc, NBC, Hollingbery

D	10.00	10.00	15.00	28.00	45.00	80.00
N	16.00	16.00	25.00	40.00	70.00	120.00

* * *

KICK, 250w, 1340kc, MBS, McGillvra

	SB	1M	5M	15M	30M	1 Hr
D	5.25	5.25	13.00	23.50	39.00	65.00
N	5.25	5.25	13.00	23.50	39.00	65.00

KTTS, 250w, 1400kc, CBS, Sears & Ayer

D	5.00	5.00	10.00	17.50	30.00	50.00
N	6.00	6.00	15.00	26.25	45.00	75.00

KTTS-FM, Chan. 234, 94.7mc, 11.3kw, Sears & Ayer, Bonus

KWTO, 5kw-D, 1kw-N, 560kc, ABC, Pearson, Conlan, BMB

D	15.00	15.00	25.00	37.50	70.00	120.00
N	18.00	18.00	35.00	50.00	90.00	150.00

WARRENTON, Warren, 2,134 fam., 91.7% radio, 1,957 radio fam.

KWRE, 250w-D, 730kc

D	2.00	5.00	8.00	15.00	24.00	45.00

WEST PLAINS, Howell, 6,322 fam., 87.0% radio, 5,500 radio fam.

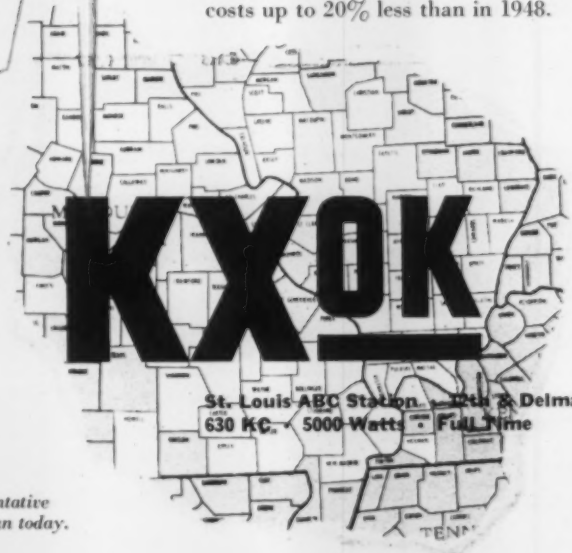
KWPM, 250w, 1450kc

D	1.50	3.00	6.00	15.00	24.00	42.00
N	1.50	3.00	6.00	15.00	24.00	42.00

pin this plus *to the rich St. Louis Market*

According to the 1949 BMB, KXOK's audience is 10.2% greater, daytime—9% greater, nighttime, than in 1946. An audience growth that exceeds all other St. Louis network stations. This, Mr. Advertiser, is a *plus* for KXOK clients . . . a plus *not* reflected in rates. Only minor revisions have been made in KXOK rates since May, 1948. KXOK rates are still based on listeners. KXOK rates still deliver the lowest cost-per-thousand listeners of any St. Louis network station. That's why we say KXOK costs up to 20% less than in 1948.

KXOK costs Less today than in 1948— UP TO 20% LESS



St. Louis ABC Station . . . 12th & Delmar · CHestnut 3700
630 KC. · 5000 Watts · Full Time

Call a KXOK representative or your John Blair man today.

MISSOURI RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Adair	19,400	20,246	5,418	5,076	93.7	16,446	17,810	2,657	1,372
Andrew	11,562	13,015	3,229	3,083	95.5	4,828	5,066	552	202
Atchison	11,130	12,897	3,108	2,983	96.0	8,204	9,811	(1)1,256	(1)445
Audrain	23,829	22,673	6,656	6,263	94.1	16,744	20,135	6,004	3,284
Barry	21,580	23,546	6,027	5,574	92.5	10,110	15,133	1,493	534
Barton	12,544	14,148	3,504	3,231	92.2	6,415	8,071	1,214	515
Bates	17,391	19,531	4,858	4,474	92.1	9,733	11,249	1,115	553
Benton	9,036	11,142	2,524	2,282	90.4	4,667	6,007	337	110
Bollinger	10,909	12,898	3,047	2,605	85.5	2,603	2,991	336	98
Boone	48,166	34,991	13,454	12,014	89.3	45,929	39,914	6,612	2,978
Buchanan	93,629	94,067	26,153	24,819	94.9	122,477	89,585	23,748	12,389
Butler	37,782	34,276	10,554	9,087	86.1	17,896	23,079	3,428	1,202
Caldwell	9,920	11,629	2,771	2,605	94.0	6,695	8,241	656	224
Callaway	23,171	23,094	6,472	5,915	91.4	11,103	11,755	2,200	1,202
Camden	7,834	8,971	2,188	1,976	90.3	2,463	3,326	(2)354	(2)125
Cape Girardeau	38,509	37,775	10,757	10,101	93.9	41,412	35,026	8,914	4,402
Carroll	15,434	17,814	4,311	4,057	94.1	9,693	10,900	1,018	336
Carter	4,756	6,226	1,328	1,147	86.4	1,807	1,800	(3)810	(3)282
Cass	19,307	19,534	5,393	5,010	92.9	11,501	14,821	1,373	503
Cedar	10,656	11,697	2,977	2,679	90.0	4,210	5,996	(4)883	(4)268
Chariton	14,860	18,084	4,150	3,896	93.9	8,123	9,870	947	328
Christian	12,276	13,538	3,429	3,144	91.7	3,992	5,700	(5)1,164	(5)362
Clark	9,017	10,166	2,518	2,329	92.5	4,806	6,761	(6) 1,158	(6)402
Clay	44,594	30,417	12,557	11,992	95.5	31,383	37,227	12,515	7,573
Clinton	11,742	13,261	3,280	3,073	93.7	9,595	13,089	1,047	364
Cole	35,163	34,912	9,822	9,340	95.1	39,662	31,653	6,320	2,046
Cooper	16,485	18,075	4,605	4,223	91.7	11,500	12,156	2,253	932
Crawford	11,389	12,693	3,181	2,783	87.5	5,602	5,619	673	224
Dade	9,321	11,248	2,603	2,394	92.0	3,653	5,706	(7) 1,267	(7)471
Dallas	10,364	11,523	2,894	2,621	90.6	2,980	6,127	222	65
Daviess	11,152	13,398	3,115	2,891	92.8	5,164	7,161	566	178
De Kalb	8,025	9,751	2,242	2,116	94.4	3,991	4,786	270	80
Dent	10,935	11,763	3,054	2,742	89.8	6,117	6,707	813	240
Douglas	12,639	15,600	3,530	3,142	89.0	3,833	4,464	(8) 342	(8)116
Dunklin	45,215	44,957	12,630	11,354	89.9	25,185	29,390	2,884	1,378
Franklin	36,037	33,868	10,066	9,331	92.7	22,643	25,087	6,401	3,227
Gasconade	12,332	12,414	3,445	3,097	89.9	6,913	9,487	2,188	992
Gentry	11,006	13,359	3,074	2,944	95.8	6,594	8,564	(9) 1,362	(9)533
Greene	104,118	90,541	29,083	27,483	94.5	114,161	99,296	19,513	9,571
Grundy	12,729	15,716	3,556	3,328	93.6	9,972	12,213	1,290	483
Harrison	14,054	16,525	3,926	3,675	93.6	9,316	9,778	(10) 1,123	(10)395
Henry	20,046	22,313	5,599	5,162	92.2	13,784	16,025	2,409	1,242
Hickory	5,377	6,506	1,501	1,367	91.1	1,371	2,266	(2)	(2)
Holt	9,970	12,476	2,785	2,635	94.6	6,057	8,326	(1)	(1)
Howard	11,821	13,026	3,301	3,043	92.2	6,456	7,268	836	285
Howell	22,633	22,270	6,322	5,500	87.0	11,501	11,877	1,995	726
Iron	9,358	10,440	2,614	2,261	86.5	3,655	4,465	(11)1,976	(11)1,102
Jackson	551,206	477,828	153,968	149,349	97.0	849,297	804,752	197,931	122,707

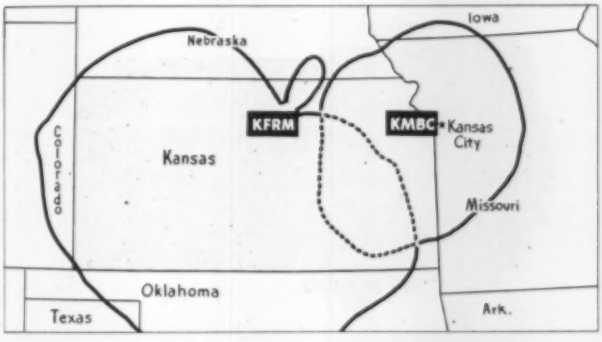
(Continued on page 132)

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce

The KMBC-KFRM Team Wins Again!

The Spring 1950 Kansas City Primary Trade Area Survey—a coincidental survey of over 146,000 telephone interviews in one week by Conlan — just off the press — shows The Team even further ahead of its nearest competitor than a year ago! It is one of the most comprehensive listener studies ever made — and one of the most revealing.

Together with the Fall 1949 Kansas City Primary Trade Area Survey—an aided recall survey made through 2,122 personal interviews at the 1949 Missouri State Fair, Kansas State Fair and the Kansas City American Royal—it provides irrefutable proof of The Team's outstanding leadership. Yes, *current proof*, not moth-ball evidence.



Contours are 0.5 mv/m Daytime

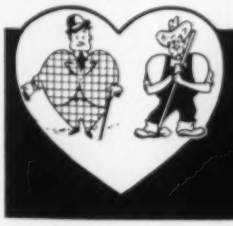
THE TEAM AGAIN WINS FIRST!

Spring 1950 Kansas City Primary Trade Area Radio Survey, just completed, shows KMBC-KFRM far ahead of all other broadcasters trying to serve this area.

The KMBC-KFRM Team with Coverage Equivalent to More than 50,000 WATTS POWER!

Yes, The Team covers an area far greater than KMBC alone, at its present location, could cover with 50,000 watts with the best directional antenna system that could be designed. With half-millivolt daytime contours tailored by Jansky & Bailey, America's foremost radio engineers, to enable The Team to effectively cover Kansas City's vast trade territory (a rectangle—not a circle), The Team offers America's most economical radio coverage.

Contact KMBC-KFRM, or any Free & Peters "Colonel" for complete substantiating evidence.



The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC

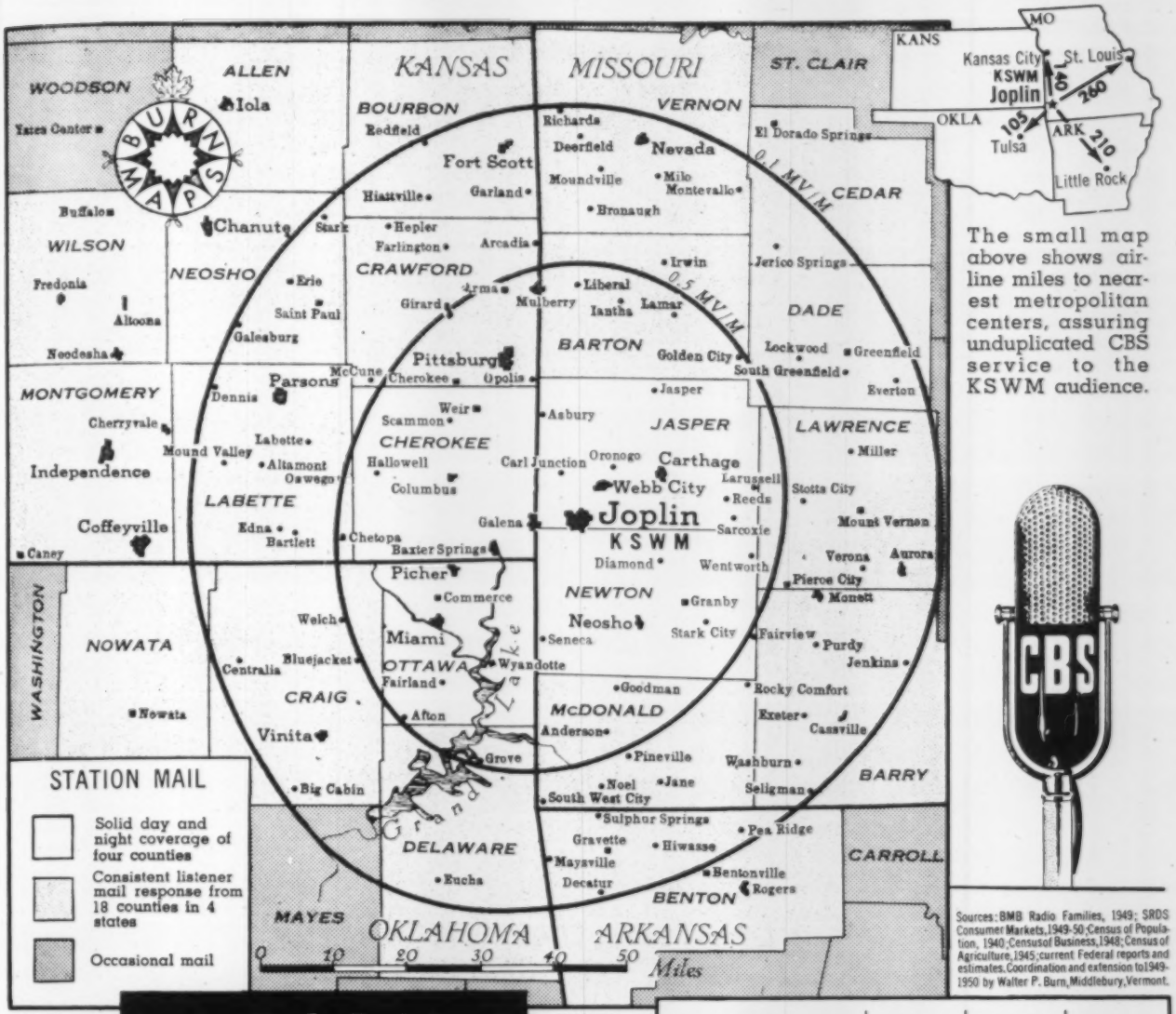
MISSOURI RADIO MARKET DATA BY COUNTIES

(Continued from page 130)

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Jasper	78,702	78,705	21,984	20,511	93.3	98,995	77,971	17,176	8,901
Jefferson	37,756	32,023	10,546	9,987	94.7	19,009	22,473	5,661	2,574
Johnson	20,704	21,617	5,783	5,338	92.3	12,335	12,299	2,004	826
Knox	7,598	8,878	2,122	1,984	93.5	3,557	3,610	(12)776	(12)278
Laclede	18,952	18,718	5,293	4,726	89.3	9,236	13,071	1,929	726
Lafayette	25,190	27,856	7,036	6,536	92.9	17,460	21,985	3,187	1,212
Lawrence	23,339	24,637	6,519	6,017	92.3	11,102	12,721	1,673	659
Lewis	10,684	11,490	2,984	2,823	94.6	5,583	7,822	(6)	(6)
Lincoln	12,804	14,395	3,576	3,329	93.1	7,985	11,000	1,173	442
Linn	18,779	21,416	5,246	4,910	93.6	14,425	15,121	2,079	795
Livingston	16,476	18,000	4,602	4,335	94.2	13,070	15,714	2,451	1,008
McDonald	14,049	15,749	3,924	3,539	90.2	6,317	9,634	476	165
Macon	18,269	21,396	5,103	4,741	92.9	14,516	11,862	1,557	546
Madison	10,364	9,656	2,894	2,523	87.2	4,787	6,408	(11)	(11)
Maries	7,412	8,638	2,070	1,753	84.7	1,171	2,266	256	107
Marion	29,671	31,576	8,288	7,840	94.6	33,778	28,023	6,741	3,341
Mercer	7,235	8,766	2,021	1,900	94.0	3,734	4,445	(10)	(10)
Miller	13,707	14,798	3,828	3,452	90.2	6,913	8,299	1,286	496
Mississippi	22,521	23,149	6,291	5,354	85.1	11,202	13,770	1,816	796
Moniteau	10,785	11,775	3,012	2,768	91.9	6,496	7,078	871	337
Monroe	11,351	13,195	3,171	2,968	93.6	7,430	9,188	912	319
Montgomery	11,544	12,442	3,225	2,999	93.0	5,940	7,534	825	301
Morgan	10,108	11,140	2,822	2,560	90.7	5,580	6,047	520	174
New Madrid	39,373	39,787	10,998	9,854	89.6	15,732	18,772	1,908	764
Newton	28,228	29,039	7,885	7,254	92.0	13,129	14,773	2,558	1,066
Nodaway	23,967	25,556	6,695	6,333	94.6	17,062	18,093	1,680	642
Oregon	11,953	13,390	3,338	2,890	86.6	4,231	4,613	(14)523	(14)169
Osage	11,274	12,375	3,149	2,721	86.4	3,219	5,416	553	182
Ozark	8,850	10,766	2,472	2,052	83.0	1,609	2,246	(8)	(8)
Pemiscot	45,491	46,857	12,707	10,852	85.4	22,485	22,470	2,690	1,098
Perry	14,855	15,358	4,149	3,680	88.7	7,944	9,817	1,954	964
Pettis	31,478	33,336	8,793	8,186	93.1	30,099	29,333	4,585	1,896
Phelps	21,422	17,437	5,984	5,236	87.5	11,421	13,600	2,640	908
Pike	16,767	18,327	4,684	4,356	93.0	11,124	13,390	2,795	1,201
Platte	14,909	13,862	4,165	3,923	94.2	6,990	7,380	534	208
Polk	16,022	17,400	4,475	4,081	91.2	7,786	11,579	(7)	(7)
Pulaski	9,705	10,775	2,711	2,505	92.4	5,046	6,834	783	321
Putnam	9,158	11,327	2,558	2,376	92.9	3,773	4,206	387	121
Ralls	8,662	10,040	2,420	2,270	93.8	2,840	3,724	297	102
Randolph	22,856	24,458	6,384	5,981	93.7	17,917	18,050	3,532	1,639
Ray	15,873	18,584	4,434	4,146	93.5	8,304	10,143	848	346
Reynolds	6,902	9,370	1,928	1,625	84.3	1,845	2,272	(3)	(3)
Ripley	11,433	12,606	3,194	2,753	86.2	3,933	4,269	356	107
St. Charles	29,777	25,562	8,317	7,876	94.7	18,273	20,395	3,941	2,078
St. Clair	10,484	13,146	2,928	2,653	90.6	3,952	5,093	(4)	(4)
St. Francois	35,202	35,950	9,833	9,273	94.3	24,890	22,030	7,831	4,551
St. Louis	1,256,878	1,090,278	351,083	341,955	97.4	1,483,517	1,231,540	436,202	278,577
Ste. Genevieve	11,221	10,905	3,134	2,880	91.9	5,283	6,706	1,053	429
Saline	26,633	29,416	7,439	6,918	93.0	17,599	20,977	3,856	1,742
Schuyler	5,938	6,627	1,658	1,571	94.8	3,415	4,268	218	71
Scotland	7,292	8,557	2,036	1,928	94.7	4,391	5,439	(12)	(12)
Scott	32,769	30,377	9,153	8,439	92.2	17,619	24,160	3,876	1,719
Shannon	8,366	11,831	2,337	2,000	85.6	2,780	2,253	(14)	(14)
Shelby	9,496	11,224	2,653	2,502	94.3	6,695	6,952	587	191
Stoddard	33,315	33,009	9,306	8,413	90.4	10,828	15,700	2,476	1,033
Stone	9,749	11,298	2,723	2,358	86.6	3,101	2,494	(5)	(5)
Sullivan	11,212	13,701	3,132	2,910	92.9	4,310	6,252	408	172
Taney	9,901	10,323	2,766	2,395	86.6	3,559	4,908	(5)	(5)
Texas	18,900	19,813	5,279	4,709	89.2	8,004	7,954	(14)1,914	(14)680
Vernon	22,601	25,586	6,313	5,789	91.7	13,925	16,476	1,721	722
Warren	7,640	7,734	2,134	1,957	91.7	3,576	5,645	804	338
Washington	14,618	17,492	4,083	3,454	84.6	5,025	5,610	1,209	426
Wayne	10,493	12,794	2,931	2,524	86.1	4,263	3,853	(3)	(3)
Webster	15,021	17,226	4,196	3,865	92.1	7,847	9,149	584	285
Worth	5,095	6,345	1,423	1,348	94.7	3,137	3,654	(9)	(9)
Wright	15,685	17,967	4,381	3,938	89.9	8,105	11,010	(14)	(14)

(1) Includes Atchison and Holt Counties. (2) Includes Camden and Hickory Counties. (3) Includes Carter, Reynolds and Wayne Counties. (4) Includes Cedar and St. Clair Counties. (5) Includes Christian, Stone and Taney Counties. (6) Includes Clark and Lewis Counties. (7) Includes Dade and Polk Counties. (8) Includes Douglas and Ozark Counties. (9) Includes Gentry and Worth Counties. (10) Includes Harrison and Mercer Counties. (11) Includes Iron and Madison Counties. (12) Includes Knox and Scotland Counties. (13) Includes Texas and Wright Counties. (14) Includes Oregon and Shannon Counties.

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.



The small map above shows air-line miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Sources: BMB Radio Families, 1949; SRDS Consumer Markets, 1949-50; Census of Population, 1940; Census of Business, 1948; Census of Agriculture, 1945; current Federal reports and estimates. Coordination and extension to 1949-1950 by Walter P. Burn, Middlebury, Vermont.

250 W
1230 KC

KSWM

FULL TIME

CBS NETWORK IN JOPLIN, MO.

KSWM is doing a *regional-metropolitan* job for the great Joplin District, best diversified area of the southwest among agriculture, mining and industry.

Owned and operated by
AIR TIME, INC.
1928 West 13th Street Telephone 7260
Austin A. Harrison, President & General Manager

JOPLIN, MO.

Nationally Represented by WILLIAM G. RAMBEAU CO.

1950 DATA	Within 0.5 MV/M Contour, DAY	Within 0.1 MV/M Contour, DAY	Total Mail
AUDIENCE, 1950			
Population	249,200	446,600	616,000
In Communities	194,300	291,600	397,900
On Farms	54,900	155,000	218,100
Households	78,350	138,300	191,000
In Communities	64,500	96,920	132,770
On Farms	13,850	41,380	58,230
Radio Homes	72,500	127,150	175,500
In Communities	59,720	89,350	122,480
On Farms	12,780	37,800	53,020
RETAIL MARKET, 1949, by store classes, $000			
Food Stores	38,240	59,450	86,000
General Merchandise Stores	18,650	28,780	37,910
Apparel Stores	7,800	12,360	18,300
Home Furnishings Stores	8,460	13,420	19,120
Automotive Outlets	46,700	70,850	102,100
Filling Stations	10,710	18,800	26,400
Building Mtl.-Hardware	11,980	27,000	41,700
Eating-Drinking Places	9,240	13,500	17,900
Drug Stores	5,370	8,900	12,380
All Other Stores	15,700	32,490	47,200
TOTAL RETAIL SALES	172,850	285,550	409,010
FARM MARKET, 1949			
Number of Farms	13,600	38,780	54,270
Automotive Vehicles	22,000	57,600	82,400
Cost of Feed Purchased $000	8,670	27,000	42,680
Value of Products $000	39,600	120,800	170,700

$000, expressed in thousands of dollars

MONTANA

SPOT RATE FINDER

ANACONDA, Deer Lodge, 4,617 fam., 97.8% radio, 4,515 radio fam.
KANA, 250w, 1230kc, Grant Donahue

	SB	1M	5M	15M	30M	1 Hr
D	4.50	6.00	6.00	12.00	18.00	30.00
N	6.00	8.00	8.00	16.00	24.00	40.00

BILLINGS, Yellowstone, 15,567 fam., 97.6% radio, 15,193 radio fam.

2 AM affiliates, average 1-time rate

D	7.87	7.07	11.00	20.50	30.75	51.25
N	8.75	9.50	15.00	28.00	42.00	70.00

KBMY, 250w, 1240kc, MBS, Avery-Knodel

D	2.75	4.15	7.00	11.00	16.50	27.50
N	4.50	6.00	10.00	16.00	24.00	40.00

KGHL, 5kw, 790kc, NBC, Katz

D	13.00	10.00	15.00	30.00	45.00	75.00
N	13.00	13.00	20.00	40.00	60.00	100.00

KOOK, 5kw, 970kc
(No rates available)

BOZEMAN, Gallatin, 6,066 fam., 96.9% radio, 5,878 radio fam.
KBMN, 250w, 1230kc

D	4.50	5.50	7.00	9.00	18.00	36.00
N	4.50	5.50	7.00	9.00	18.00	36.00

KXLQ, 250w, 1450kc, NBC, Pacific Northwest, Z-Net., Walker
(For rates see listing of Z-Net.)

BUTTE, Silver Bow, 13,405 fam., 97.4% radio, 13,056 radio fam.

3 AM affiliates, average 1-time rate

D	10.72	10.72	17.01	27.36	47.71	88.41
N	12.01	12.01	19.00	31.33	53.66	98.33

KBOW, 250w, 1490kc, CBS, Cooke, Conlan

D	8.00	8.00	10.00	20.00	30.00	50.00
N	8.00	8.00	10.00	20.00	30.00	50.00

KOPR, 1kw, 550kc, ABC, Hollingbery, Conlan

D	7.18	7.18	11.05	22.10	33.15	55.25
N	11.05	11.05	17.00	34.00	51.00	85.00

KXLF, 5kw, 1370kc, NBC, Pacific Northwest, Walker

D	17.00	17.00	30.00	40.00	80.00	160.00
N	17.00	17.00	30.00	40.00	80.00	160.00

KYES, 1kw, 610kc
(No rates available)

GLENDIVE, Dawson, 2,525 fam., 97.9% radio, 2,472 radio fam.
KXGN, 250w, 1400kc

D	5.40	6.00	9.00	16.00	24.00
N	5.40	6.00	9.00	16.00	24.00

GREAT FALLS, Cascade, 14,639 fam., 97.6% radio, 14,288 radio fam.

2 AM affiliates, average 1-time rate

D	9.22	9.22	14.00	28.00	42.00	67.50
N	11.50	13.00	20.00	40.00	60.00	100.00

KFBB, 5kw, 1310kc, CBS, Weed, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	10.00	10.00	15.00	30.00	45.00	70.00
N	10.00	13.00	20.00	40.00	60.00	100.00

KMON, 5kw, 560kc, ABC, Avery-Knodel

D	8.45	8.45	13.00	26.00	39.00	65.00
N	13.00	13.00	20.00	40.00	60.00	100.00

KXLK, 250w, 1400kc, NBC
(See Z Bar Network or KXLF Butte)

HAVRE, Hill, 3,989 fam., 97.7% radio, 3,897 radio fam.

2 AM non-affiliates, average 1-time rate

D	4.37	5.12	7.45	13.37	22.75	35.00

KAVR, 250w, 1240kc, Cooke

D	2.75	3.25	4.90	8.75	17.50	35.00
N	2.75	3.25	4.90	8.75	17.50	35.00

KOJM, 1kw-D, 730kc, Friedenberg, Griffith

D	6.00	7.00	10.00	18.00	28.00	45.00

HELENA, Lewis & Clark, 6,821 fam., 97.0% radio, 6,616 radio fam.
KFDW, 250w, 1340kc, MBS

D	2.30	3.05	4.05	6.90	12.10	20.70
N	2.90	3.85	5.20	8.65	15.55	27.60

KXLJ, 250w, 1240kc, NBC, Walker
(See Z Bar Network)

KALISPELL, Flathead, 8,774 fam., 97.6% radio, 8,563 radio fam.
KGEZ, 250w, 1340kc, Conlan

D	3.00	3.00	5.00	9.00	15.00
N	3.00	3.00	6.00	12.00	20.00

LEWISTOWN, Fergus, 3,900 fam., 97.4% radio, 3,799 radio fam.
KXLO, 250w, 1230kc, MBS

D	3.25	4.50	7.50	12.00	18.00	30.00
N	3.25	4.50	7.50	12.00	18.00	30.00

LIVINGSTON, Park, 3,345 fam., 96.6% radio, 3,231 radio fam.
KPRK, 250w, 1340kc, MBS, Avery-Knodel

D	3.00	4.50	7.50	12.00	18.00	30.00
N	3.00	4.50	7.50	12.00	18.00	30.00

MILES CITY, Custer, 3,525 fam., 96.5% radio, 3,402 radio fam.
KRJF, 250w, 1340kc, MBS, Avery-Knodel, BMB

D	2.50	3.75	7.00	10.50	20.00	37.50
N	3.00	4.50	8.50	12.50	23.75	45.00

MISSOULA, Missoula, 9,772 fam., 97.3% radio, 9,508 radio fam.
KGVO, 5kw, 1290kc, CBS, McGillvra, Conlan

D	7.88	10.50	10.50	21.00	31.50	52.50
N	10.50	14.00	14.00	28.00	42.00	70.00

KXLL, 250w, 1450kc, NBC, Walker
(See Z Bar Network)

SHELBY, Toole, 1,916 fam., 97.5% radio, 1,868 radio fam.
KIYI, 250w, 1230kc, MBS, Cooke

D	2.75	3.25	4.90	8.75	17.50	35.00
N	2.75	3.25	4.90	8.75	17.50	35.00

SIDNEY, Richland, 2,889 fam., 97.1% radio, 2,805 radio fam.
KGCX, 5kw, 1480kc, MBS, Lawson, BMB

D	3.50	4.50	10.00	20.00	30.00	50.00
N	4.50	6.00	13.00	26.00	40.00	65.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

MARKET INDICATORS FOR MONTANA

CLASSIFICATIONS		FIGURES	YR.	FIGURES	YR.
Population		587,196	'50	559,456	'40
% of U. S.		0.39%	'50	0.42%	'40
Families		164,021	'50	159,660	'40
Percent Radio		97.2%	'49	92.3%	'46
Radio Families		159,428	'50	137,000	'46
Retail Sales	$	644,684,000	'49	600,187,000	'48
Retail Trade Employes		28,470	'48	20,714	'29
Wholesale Sales Volume	$	586,590,000	'48	130,600,000	'29
Wholesale Trade Employes		7,467	'48	4,274	'29
Employment (Mid-March)		91,238	'48	86,723	'47
Taxable Payrolls (1st quarter)	$	54,185,000	'48	46,057,000	'47
Income	$	915,000,000	'48	321,000,000	'40
Percent distribution		0.44%	'48	0.42%	'40
Per Capita Income		$1,791	'48	574	'40
Percent of national per capita income		127%	'48	100%	'40
New Construction (Private)	$	40,100,000	'47	14,300,000	'29
Residential	$	10,200,000	'47	4,900,000	'29
Non-Residential	$	15,700,000	'48	2,200,000	'29
Value added by Manufacture	$	92,258,000	'47	38,828,000	'29
Automobile Registration		246,009	'49	221,222	'48
Telephones		123,700	'49	84,600	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

COMPLIMENTS
of
The
XL *Stations*
of the PACIFIC NORTHWEST

MONTANA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Beaverhead	6,417	6,943	1,792	1,697	94.7	9,727	9,141	679	307
Big Horn	9,799	10,419	2,737	2,638	96.4	7,726	7,763	492	247
Blaine	8,473	9,566	2,367	2,287	96.6	9,674	6,919	566	285
Broadwater	2,887	3,451	806	770	95.6	3,129	2,658	206	93
Carbon	10,106	11,865	2,822	2,731	96.8	7,110	6,893	644	341
Carter	2,785	3,280	778	752	96.6	1,078	1,465	64	20
Cascade	52,408	41,999	14,639	14,288	97.6	71,145	63,928	11,230	6,990
Chouteau	6,908	7,316	1,930	1,895	98.2	5,057	7,077	337	166
Custer	12,619	10,422	3,525	3,402	96.5	12,255	17,552	1,833	982
Daniels	3,928	4,563	1,097	1,079	98.4	3,590	4,319	241	112
Dawson	9,038	8,618	2,525	2,472	97.9	8,027	10,929	1,073	477
Deer Lodge	16,529	13,627	4,617	4,515	97.8	15,868	11,505	4,003	2,651
Fallon	3,632	3,719	1,015	980	96.6	2,812	4,161	356	207
Fergus	13,963	14,040	3,900	3,799	97.4	14,237	15,011	1,822	984
Flathead	31,412	24,271	8,774	8,563	97.6	27,721	32,858	4,099	2,274
Gallatin	21,718	18,269	6,066	5,878	96.9	26,216	24,202	2,872	1,442
Garfield	2,154	2,641	601	579	96.4	955	1,335	75	25
Glacier	9,636	9,034	2,692	2,565	95.3	10,504	10,196	1,575	740
Golden Valley	1,337	1,607	373	373	100.0	549	501	31	10
Granite	2,765	3,401	772	746	96.7	3,467	2,727	335	187
Hill	14,281	13,304	3,989	3,897	97.7	17,246	15,075	1,641	832
Jefferson	4,005	4,664	1,118	1,086	97.2	3,291	2,496	189	63
Judith Basin	3,204	3,655	894	869	97.3	2,475	2,632	97	39
Lake	13,767	13,490	3,846	3,742	97.3	8,876	9,529	879	435
Lewis and Clark	24,418	22,131	6,821	6,616	97.0	38,360	25,944	5,144	3,181
Liberty	2,168	2,209	606	586	96.8	1,699	2,164	78	36
Lincoln	8,672	7,882	2,422	2,346	96.9	5,215	5,704	1,345	984
McCone	3,246	3,798	907	876	96.6	2,653	1,877	94	39
Madison	5,906	7,294	1,649	1,599	97.0	3,837	3,421	458	199
Meagher	2,039	2,237	569	551	96.9	2,297	1,414	145	56
Mineral	2,062	2,135	575	556	96.7	1,256	1,388	243	112
Missoula	34,982	29,038	9,772	9,508	97.3	47,105	37,795	6,513	3,798
Musselshell	5,392	5,717	1,506	1,465	97.3	5,094	4,785	967	689
Park	11,974	11,566	3,345	3,231	96.6	12,292	13,916	1,408	629
Petroleum	1,025	1,083	286	278	97.3	602	557	67	37
Phillips	6,348	7,892	1,773	1,718	96.9	6,542	5,911	489	208
Pondera	6,429	6,716	1,796	1,745	97.2	6,791	7,738	496	242
Powder River	2,680	3,159	748	718	96.0	1,149	1,084	75	28
Powell	6,258	6,152	1,748	1,697	97.1	5,677	4,747	659	450
Prairie	2,361	2,410	659	633	96.1	1,681	1,919	118	50
Ravalli	12,021	12,978	3,358	3,257	97.0	9,424	9,383	1,053	468
Richland	10,343	10,209	2,889	2,805	97.1	8,594	11,707	1,034	491
Roosevelt	9,546	9,806	2,666	2,596	97.4	8,930	12,184	830	364
Rosebud	6,529	6,477	1,824	1,751	96.0	5,147	4,878	395	233

(Continued on page 136)

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

KGHL...

Billings, Montana

HAS THE GREATEST* COVERAGE

of any Station in

Montana and Wyoming

*BMB

5,000 watts • 790 kc

Represented by THE KATZ AGENCY

NBC

MONTANA RADIO MARKET DATA BY COUNTIES

(Continued from page 135)

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr 1948 ($000)
Sanders	6,922	6,926	1,934	1,856	96.0	3,908	3,796	666	326
Sheridan	6,230	7,814	1,740	1,701	97.8	4,350	6,817	437	189
Silver Bow	47,992	53,207	13,405	13,056	97.4	80,138	53,285	14,396	10,123
Stillwater	5,345	5,694	1,493	1,455	97.5	4,138	4,236	277	136
Sweet Grass	3,620	3,719	1,011	978	96.8	3,005	3,777	205	83
Teton	7,130	6,922	1,992	1,946	97.7	5,693	7,607	402	172
Toole	6,859	6,769	1,916	1,868	97.5	7,993	7,846	984	566
Treasure	1,406	1,499	392	371	94.7	1,008	1,200	64	34
Valley	11,320	15,181	3,162	3,089	97.7	15,553	11,043	971	470
Wheatland	3,162	3,286	883	863	97.8	3,651	3,427	229	115
Wibaux	1,904	2,161	532	532	100.0	972	1,371	104	49
Yellowstone	55,730	41,182	15,567	15,193	97.6	67,185	66,394	10,992	6,511

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

MARKET INDICATORS FOR NEBRASKA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	1,308,394	'50	1,315,834	'40
% of U. S.	0.87%	'50	1%	'40
Families	365,473	'50	360,180	'40
Percent Radio	95.8%	'49	91.6%	'46
Radio Families	350,123	'50	321,200	'46
Retail Sales	$1,240,570,000	'49	1,313,883,000	'48
Retail Trade Employes	64,230	'48	45,818	'39
Wholesale Sales Volume	$2,392,023,000	'48	567,000,000	'39
Wholesale Trade Employes	23,948	'48	15,635	'39
Employment (Mid-March)	210,036	'48	200,548	'47
Taxable Payrolls (1st quarter)	$ 112,171,000	'48	97,363,000	'47
Income	$1,890,000,000	'48	569,000,000	'40
Percent distribution	0.92%	'48	0.75%	'40
Per Capita Income	$1,473	'48	433	'40
Percent of national per capita income	104%	'48	75%	'40
New Construction (Private)	$ 87,300,000	'47	30,200,000	'39
Residential	$ 30,900,000	'47	10,400,000	'39
Non-Residential	$ 49,100,000	'48	3,900,000	'39
Value added by Manufacture	$ 260,658,000	'47	68,139,000	'39
Automobile Registration	544,017	'49	509,666	'48
Telephones	395,300	'49	284,200	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

"WE TALK TO PEOPLE" and "SELL THEM"

KWBE

BEATRICE, NEBRASKA

The KEY to the rich agricultural section of Nebraska's BLUE VALLEY conceded to be one of the MAGIC CIRCLE AREA'S by Babson . . . 0.5 M/V coverage of over 200,000 people in Nebraska and Kansas with 95.8% radio homes. A mail count from TWENTY-THREE COUNTIES . . . Make your NEXT BUY, YOUR BEST BUY . . . reach the RICH AGRICULTURAL AND LIVESTOCK, PLUS THE INDUSTRIAL BELT IN THE BLUE VALLEY . . . through POWER . . . PRESTIGE and PROGRAMMING with K-W-B-E. Affiliate MUTUAL BROADCASTING SYSTEM.

BLUE VALLEY BROADCASTING COMPANY

A. P. News
World Library

John Thorwald
Pres. and Gen'l Mgr.

112½ No. 6th St.
Beatrice, Nebraska

KWBE

"THE PROVEN MEDIA FOR A PROSPEROUS MARKET"

NEBRASKA

SPOT RATE FINDER

ALLIANCE, Box Butte, 3,414 fam., 96.2% radio, 3,284 radio fam.

KCOW, 250w, 1400kc

	SB	1M	5M	15M	30M	1 Hr
D		5.00	10.00	20.00	30.00	50.00
N		4.00	8.00	15.00	25.00	45.00

BEATRICE, Gage, 7,836 fam., 95.8% radio, 7,506 radio fam.

KWBE, 250w, 1450kc, MBS

D	4.50	5.00	12.00	20.00	30.00	50.00
N	5.50	6.50	18.00	30.00	40.00	65.00

BROKEN BOW, Custer, 5,365 fam., 94.3% radio, 5,059 radio fam.

KCNI, 250w, 1490kc, MBS

D	6.00	6.00	12.00	21.00	36.00	50.00
N	6.00	6.00	12.00	21.00	36.00	60.00

COLUMBUS, Platte, 5,546 fam., 94.9% radio, 5,263 radio fam.

KJSK, 1kw-D, 900kc

D	2.80	4.90	10.50	24.85	38.85	59.50

FREMONT, Dodge, 7,284 fam., 96.5% radio, 7,029 radio fam.

KFGT, 100w, 1340kc, MBS, Conlan

D	5.00	5.00	10.00	18.33	30.00	50.00
N	6.00	6.00	13.00	19.50	37.50	65.00

GRAND ISLAND, Hall, 8,880 fam., 95.8% radio, 8,507 radio fam.

KMMJ, 1kw, 750kc, ABC, Headley-Reed

D	10.00	10.00	20.00	40.00	60.00	100.00
N	10.00	10.00	20.00	40.00	60.00	100.00

HASTINGS, Adams, 8,027 fam., 96.0% radio, 7,705 radio fam.

KHAS, 250w, 1230kc, MBS

D	2.65	5.00	10.00	20.00	30.00	50.00
N	4.00	8.00	16.00	32.00	48.00	80.00

KEARNEY, Buffalo, 7,010 fam., 94.2% radio, 6,603 radio fam.

KGFW, 250w, 1340kc, MBS

D	4.00	6.00	12.00	30.00	50.00	80.00
N	4.00	6.00	12.00	30.00	50.00	80.00

LINCOLN, Lancaster, 7,646 fam., 97.3% radio, 7,286 radio fam.

2 AM affiliates, average 1-time rate

D		6.12	10.25	15.37	31.25	57.50
N		11.25	20.00	30.62	61.25	112.50

KFOR, 250w, 1240kc, ABC, Petry, Hooper

D	7.25	7.25	10.50	15.75	32.50	65.00
N	12.50	12.50	20.00	31.25	62.50	125.00

KFOR-FM, Chan. 275, 102.9mc, 22kw, Bonus

KLMS, 1kw, 1480kc, IMS

D		5.00	10.00	15.00	30.00	50.00
N		9.00	15.00	25.00	50.00	90.00

KOLN, 250w, 1400kc, MBS, Pearson

D		5.00	10.00	15.00	30.00	50.00
N		10.00	20.00	30.00	60.00	100.00

McCOOK, Red Willow, 3,606 fam. 94.7% radio, 3,414 radio fam.

KBRL, 250w, 1450kc, MBS, Conlan

D	3.30	5.00	10.00	20.00	30.00	50.00
N	5.00	8.00	15.00	25.00	45.00	80.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

NORFOLK, Madison, 6,756 fam., 96.1% radio, 6,492 radio fam.

WJAG, 1kw-D, 780kc, Walker, BMB, Conlan

	SB	1M	5M	15M	30M	1 Hr
D		8.00	8.00	16.00	32.00	48.00

NORTH PLATTE, Lincoln, 7,646 fam., 95.3% radio, 7,286 radio fam.

KODY, 250w, 1240kc, NBC, Blair, Conlan, BMB

D	5.00	5.00	10.80	18.00	30.00	
N	8.00	8.00	15.00	25.00	45.00	

OMAHA, Douglas, 77,424 fam., 97.3% radio, 75,333 radio fam.

3 AM affiliates, average 1-time rate

D	19.16	19.16	35.62	62.08	102.50	
N	31.00	31.00	58.18	100.37	174.50	

KBON, 250w, 1490kc, MBS, Pearson, Conlan

D	6.50	6.50	13.00	19.50	39.00	
N	13.00	13.00	26.00	39.00	78.00	

KBON-FM, Chan. 224, 98.7mc, 8.7kw, Transit Radio
(See Transit Radio Listings)

KFAB, 50kw, 1110kc, CBS, Free & Peters

D	20.00	20.00	40.00	80.00	120.00	
N	40.00	40.00	80.00	160.00	240.00	

KMTV(TV), Chan. 3, 8.4kw-aur.; 16.7kw-vis. ABC, CBS, DuMont, Avery-Knodel, Hooper

N	50.00	50.00	62.50	100.00	150.00	

KOIL, 5kw, 1290kc, ABC, Petry, Hooper, Bolt

D	12.50	12.50	21.88	31.25	62.50	
N	21.00	21.00	36.75	52.50	105.00	

KOWH, 500w-D, 660kc, IMS

D	5.63	7.50	18.75	27.00	45.00	

WOW, 5kw, 590kc, NBC, Blair, Hooper

D	25.00	25.00	45.00	75.00	125.00	
N	50.00	50.00	90.00	150.00	275.00	

WOW-TV, Chan. 6, 8.5kw-aur.; 16.2kw-vis. Blair TV, Hooper

D	30.00	30.00	38.00	60.00	90.00	
N	40.00	40.00	50.00	80.00	120.00	

SCOTTSBLUFF, Scotts Bluff, 9,466 fam., 94.8% radio, 8,973 radio fam.

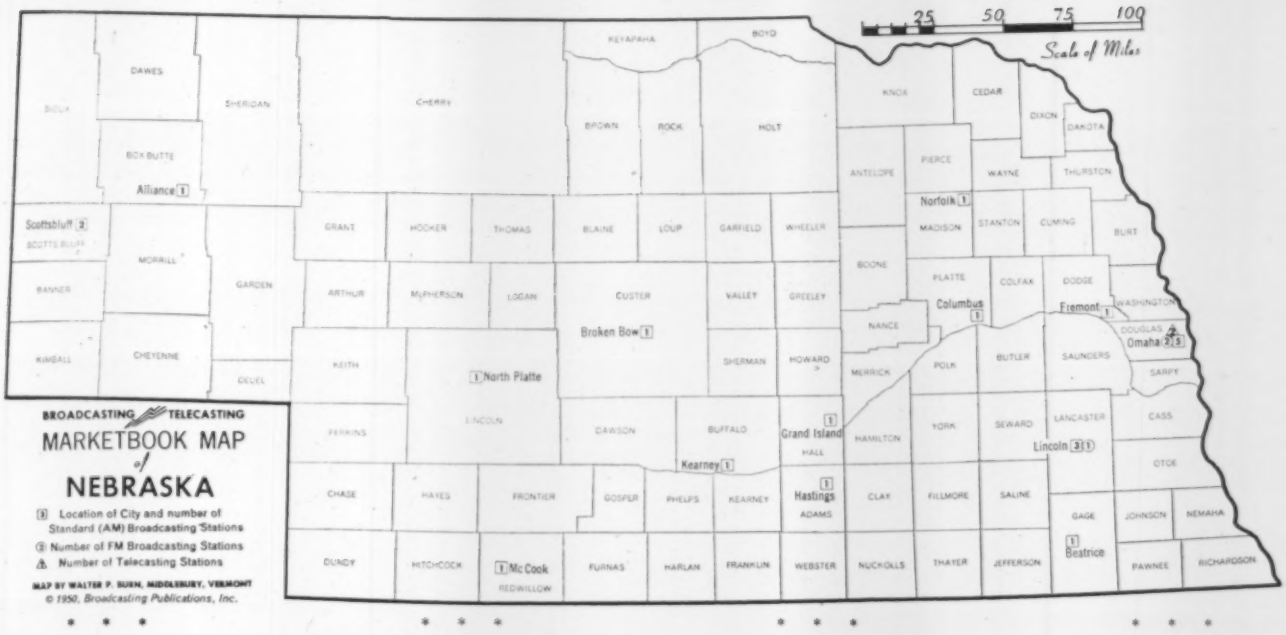
KNEB, 1kw-D, 970kc, Holman

D	7.00	7.00	16.00	32.00	48.00	

KOLT, 5kw-D, 1kw-N, 1320kc, CBS, McGillvra, Conlan

D	9.00	9.00	16.50	30.00	50.00	
N	9.00	9.00	16.50	30.00	50.00	

For Facts on the Grand Island Market Contact HEADLEY-REED
Representatives of Radio Station
KMMJ



BROADCASTING ✓ TELECASTING
MARKETBOOK MAP of NEBRASKA

3 Location of City and number of Standard (AM) Broadcasting Stations
3 Number of FM Broadcasting Stations
⚠ Number of Telecasting Stations

MAP BY WALTER P. SIEHL, MIDDLEBURY, VERMONT
© 1950, Broadcasting Publications, Inc.

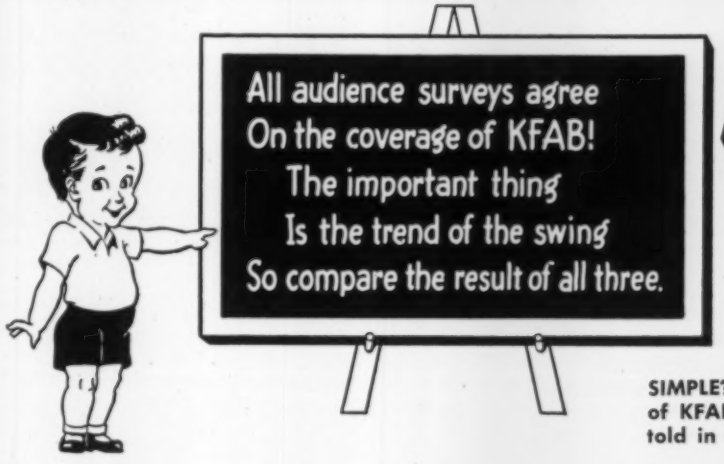
* * * * * * * * * * * *

NEBRASKA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Adams	28,737	24,576	8,027	7,705	96.0	28,007	32,943	4,645	2,462
Antelope	11,631	13,289	3,249	3,080	94.8	7,564	10,050	539	193
Arthur	799	1,045	223	206	92.5	232	230	10	1
Banner	1,321	1,403	368	359	97.6	147	36		
Blaine	1,209	1,538	338	320	94.9	629	670	34	10

(Continued on page 138)

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.


All audience surveys agree
On the coverage of KFAB!
The important thing
Is the trend of the swing
So compare the result of all three.

SIMPLE? Yes indeed. So simple is the story of KFAB coverage superiority that it can be told in a five-line limerick!

Here are the fundamental facts—in the form of 1950 figures. According to BMB, KFAB audience is UP 1949 over 1946,—23.38%. The latest Omaha-Council Bluffs and Lincoln Hooperratings are up 25% in the past two years, and the new 1950 Conlan survey shows a gain of 21.6% over 1948. These facts certainly leave no question as to the consistency of the trend of KFAB.

KFAB 1950 research, based on BMB, normal gain in radio homes, Hooper and Conlan surveys, reveals KFAB leading all other Nebraska stations in 1950 with 459,824 radio homes (night time) and 493,057 (day time).

That's it! All surveys agree about KFAB. (The most recent survey gives KFAB top spot in every total rated hour segment). As Nebraska's *number one station* KFAB invites you to study all of its 1950 quantitative as well as qualitative figures. DON'T BUY LAST YEAR'S AUDIENCE!!! Write, wire or phone your nearest *Free & Peters* office or Harry Burke, KFAB, Omaha.

THE MIDWEST-EMPIRE STATION
KFAB
50,000 WATTS OMAHA BASIC CBS

FREE and PETERS
Representatives

HARRY BURKE
Gen'l Manager

NEBRASKA RADIO MARKET DATA BY COUNTIES

(Continued from page 137)

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Boone	10,703	12,127	2,989	2,836	94.9	7,035	8,317	552	700
Box Butte	12,225	10,736	3,414	3,284	96.2	12,797	15,132	1,475	683
Boyd	4,921	6,060	1,375	1,285	93.5	3,831	4,170	249	77
Brown	5,157	5,962	1,441	1,358	94.3	4,606	7,064	453	168
Buffalo	25,095	23,655	7,010	6,603	94.2	22,982	27,661	2,585	1,017
Burt	11,514	12,546	3,216	3,113	96.8	8,736	10,426	737	340
Butler	11,376	13,106	3,177	2,973	93.6	5,814	7,467	516	184
Cass	16,355	16,992	4,568	4,353	95.3	8,372	10,777	919	361
Cedar	13,820	15,126	3,860	3,721	96.4	8,686	10,393	737	229
Chase	5,185	5,310	1,448	1,366	94.4	5,153	6,334	585	272
Cherry	8,349	9,637	2,332	2,208	94.7	7,249	9,505	503	211
Cheyenne	11,921	9,505	3,329	3,199	96.1	10,007	13,604	1,185	523
Clay	8,677	10,445	2,423	2,297	94.8	4,690	5,379	457	145
Colfax	10,158	10,627	2,837	2,683	94.6	7,992	12,223	675	267
Cuming	12,996	13,562	3,630	3,499	96.4	9,891	12,979	809	338
Custer	19,207	22,591	5,365	5,059	94.3	15,043	15,975	1,192	417
Dakota	10,403	9,836	2,906	2,743	94.4	4,806	7,733	592	272
Dawes	9,646	10,128	2,694	2,599	96.5	10,304	10,839	1,122	464
Dawson	19,375	17,890	5,412	5,168	95.5	19,429	27,626	2,084	978
Deuel	3,323	3,580	928	898	96.8	2,946	5,124	314	123
Dixon	9,107	10,413	2,544	2,449	96.3	5,433	6,812	365	122
Dodge	26,075	23,799	7,284	7,029	96.5	27,839	33,999	4,901	2,542
Douglas	277,178	247,562	77,424	75,333	97.3	363,281	315,949	89,526	54,218
Dundy	4,347	5,122	1,214	1,129	93.0	3,253	5,061	333	111
Fillmore	9,622	11,417	2,688	2,540	94.5	5,944	6,087	620	226
Franklin	7,070	7,740	1,975	1,838	93.1	4,128	6,042	387	113
Frontier	5,189	6,417	1,449	1,350	93.2	3,154	2,959	205	68
Furnas	9,349	10,098	2,611	2,459	94.2	6,953	8,978	736	251
Gage	28,055	29,588	7,836	7,506	95.8	22,863	24,323	4,526	2,220
Garden	4,084	4,680	1,140	1,085	95.2	2,346	2,962	190	66
Garfield	2,906	3,444	812	758	93.4	2,196	2,747	209	64
Gosper	2,732	3,687	763	711	93.3	1,436	1,714	96	34
Grant	1,060	1,327	296	282	95.3	1,635	986	51	21
Greeley	5,584	6,845	1,560	1,460	93.6	3,285	4,243	206	66
Hall	31,792	27,523	8,880	8,507	95.8	36,500	36,704	6,203	3,181
Hamilton	8,788	9,982	2,454	2,311	94.2	4,938	6,164	513	196
Harlan	7,138	7,130	1,994	1,888	94.7	3,451	5,341	473	174

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

IN OMAHA

74,000 Impressions DAILY!

74,000 GUARANTEED LISTENERS DAILY

These riders use the 105 main-line Omaha buses that are radio equipped.

A BONUS AUDIENCE

People in over 15,000 FM radio homes are loyal listeners.

PLEASANT LISTENING

Programming with music and spot news.

DAILY BROADCASTING

Weekdays....6 a.m. - 9 p.m.
Sundays.....3 p.m. - 9 p.m.

RATES AS LOW AS 75c PER 1,000 LISTENERS

KBON-FM

TRANSIT RADIO

For more information on this ready-to-buy market, write or call . . .
PAUL R. FRY
World Insurance Bldg. • Omaha
or TRANSIT RADIO, INC.
New York Chicago

Serving a Billion $ Market

- Two Hometown Stations
- Buying Power Coverage
- One Low Rate

Reach this BILLION DOLLAR Market with the best "package salesman" available in Nebraska — two "Big" hometown stations. No other medium of consumer contact offers you the LION'S SHARE of the buying power at such a low cost.

Fall Campaigns are coming up soon. Call or write for information on this Billion Dollar Market.

PROMOTIONS THAT BOOST YOUR ADVERTISING

- Newspaper Ads
- Street-Car Cards
- Taxi Cab Signs
- Radio Spots
- Theatre Screen Ads
- Window Displays

KBON Omaha
KOLN Lincoln
Paul R. Fry, Gen. Mgr.
World Insurance Bldg., Omaha, Nebr
John E. Pearson Co.
New York, Chicago, Los Angeles

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Hayes	2,409	2,958	673	622	92.5	529	501	53	14
Hitchcock	5,864	6,404	1,638	1,546	94.4	3,798	4,556	383	140
Holt	14,867	16,552	4,153	3,941	94.9	10,007	13,176	848	312
Hooker	1,055	1,253	294	276	93.9	2,363	1,700	121	57
Howard	7,229	8,422	2,019	1,897	94.0	3,830	4,855	322	124
Jefferson	13,614	15,532	3,803	3,620	95.2	11,990	12,805	1,556	724
Johnson	7,262	8,662	2,028	1,936	95.5	4,492	6,021	443	173
Kearney	6,359	6,854	1,776	1,710	96.3	3,369	6,453	432	162
Keith	6,998	8,333	1,955	1,839	94.1	9,958	10,161	852	416
Keyapaha	2,154	3,235	602	571	94.9	760	916	39	15
Kimball	4,289	3,913	1,198	1,165	97.3	3,699	5,192	339	143
Knox	14,829	16,478	4,142	3,893	94.0	8,307	12,480	719	245
Lancaster	118,046	100,585	32,974	32,083	97.3	143,886	124,680	28,109	15,120
Lincoln	27,371	25,425	7,646	7,286	95.3	29,380	31,833	3,252	1,602
Logan	1,354	1,742	378	352	93.3	924	629	25	7
Loup	1,349	1,777	377	352	93.5	463	542	50	14
McPherson	828	1,175	231	211	91.7	247	244	5	2
Madison	24,185	24,269	6,756	6,492	96.1	24,285	31,491	3,172	1,491
Merrick	8,802	9,354	2,458	2,357	95.9	6,142	8,458	629	233
Morrill	8,255	9,436	2,305	2,198	95.4	6,359	7,363	504	233
Nance	6,551	7,653	1,830	1,734	94.8	3,798	4,631	416	166
Nemaha	10,940	12,781	3,055	2,935	96.1	8,191	7,834	738	295
Nuckolls	9,359	10,446	2,614	2,433	93.1	6,127	8,287	846	363
Otoe	17,045	18,994	4,761	4,561	95.8	14,185	15,417	1,700	723
Pawnee	6,734	8,514	1,881	1,792	95.3	4,310	3,992	306	101
Perkins	4,822	5,197	1,347	1,291	95.9	4,657	4,965	307	127
Phelps	9,029	8,452	2,522	2,405	95.4	8,190	11,317	1,199	559
Pierce	9,400	10,211	2,625	2,504	95.4	6,043	7,798	487	193
Platte	19,857	20,191	5,546	5,263	94.9	15,820	21,000	2,292	1,068
Polk	8,027	8,748	2,242	2,147	95.8	3,996	6,530	372	132
Red Willow	12,909	11,951	3,606	3,414	94.7	14,235	17,669	1,677	723
Richardson	16,833	19,178	4,702	4,495	95.6	14,962	16,160	1,476	592
Rock	3,030	3,977	846	797	94.3	2,625	2,879	180	60
Saline	14,021	15,010	3,916	3,673	93.8	9,826	11,478	1,508	678
Sarpy	15,642	10,835	4,369	4,246	97.2	3,930	4,688	510	264
Saunders	16,820	17,892	4,698	4,486	95.5	11,641	13,521	1,665	915
Scotts Bluff	33,889	33,917	9,466	8,973	94.8	43,832	41,905	4,383	2,466
Seward	13,187	14,167	3,683	3,480	94.5	8,057	9,988	979	462
Sheridan	9,520	9,869	2,659	2,528	95.1	10,387	10,219	742	264
Sherman	6,220	7,764	1,737	1,598	92.0	3,253	3,599	266	87
Sioux	3,120	4,001	2,659	2,496	93.9	825	1,300	45	12
Stanton	6,413	6,887	1,791	1,705	95.2	2,626	3,401	200	80
Thayer	10,631	12,262	2,970	2,818	94.9	7,910	8,673	958	418
Thomas	1,195	1,553	334	317	95.2	958	668	25	8
Thurston	3,569	10,243	997	926	92.9	4,937	5,982	543	241
Valley	7,253	8,163	2,026	1,912	94.4	4,657	5,678	510	174
Washington	11,496	11,578	3,211	3,088	96.2	6,242	8,504	1,125	534
Wayne	10,098	9,880	2,821	2,744	97.3	6,572	8,472	660	275
Webster	7,317	8,071	2,043	1,908	93.4	5,087	5,706	392	130
Wheeler	1,527	2,170	427	400	93.8	479	394	13	2
York	14,228	14,874	3,974	3,799	95.6	11,839	13,503	1,401	579

NEVADA

SPOT RATE FINDER

ELKO, Elko, 3,242 fam., 95.8% radio, 3,105 radio fam.

KELK, 250w, 1240kc

	SB	1M	5M	15M	30M	1 Hr
D	4.00	5.00	9.00	13.50	21.00	32.50
N	4.00	5.00	9.00	13.50	21.00	32.50

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

* * *

LAS VEGAS, Clark, 13,284 fam., 95.6% radio, 12,699 radio fam.

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	3.33	5.12	7.86	14.30	21.70	35.00
N	5.33	8.06	12.33	22.66	34.00	56.66

KENO, 1kw, 1460kc, ABC, Grant

D	4.00	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	24.00	36.00	60.00

* * *

KENO-FM, Chan. 260, 103.9mc, 250kw, Grant, Bonus

KLAS, 250w, 1230kc, CBS, Cooke, Western Radio Sales, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	8.40	16.50	25.50	42.00
N	10.00	10.00	14.00	28.00	42.00	70.00

KRAM, 1kw, 920kc, MBS, Avery-Knodel

D		3.38	5.20	10.40	15.60	26.00
N		5.20	8.00	16.00	24.00	40.00

RENO, Washoe, 14,384 fam., 97.6% radio 14,038 radio fam.

4 AM affiliates, average 1-time rate

D	3.70	3.70	6.40	12.80	19.20	32.00
N	6.15	6.15	12.30	23.60	36.90	61.50

* * *

KATO, 250w, 1340kc, MBS, Pearson, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	3.00	3.00	4.00	8.00	12.00	20.00
N	4.00	4.00	8.00	12.00	24.00	40.00

KOH, 5kw-D, 1kw-N, 630kc, NBC, Raymer

D	4.00	4.00	8.00	16.00	24.00	40.00
N	8.00	8.00	16.00	32.00	48.00	80.00

KOLO, 1kw, 920kc, CBS, Hollingbery

D	4.80	4.80	7.60	15.20	22.80	38.00
N	7.60	7.60	15.20	30.40	45.60	76.00

KWRN, 250w, 1490kc, ABC, Walker, Conlan

D	3.00	3.00	6.00	12.00	18.00	30.00
N	5.00	5.00	10.00	20.00	30.00	50.00

* * *

NEVADA RADIO MARKET DATA BY COUNTIES

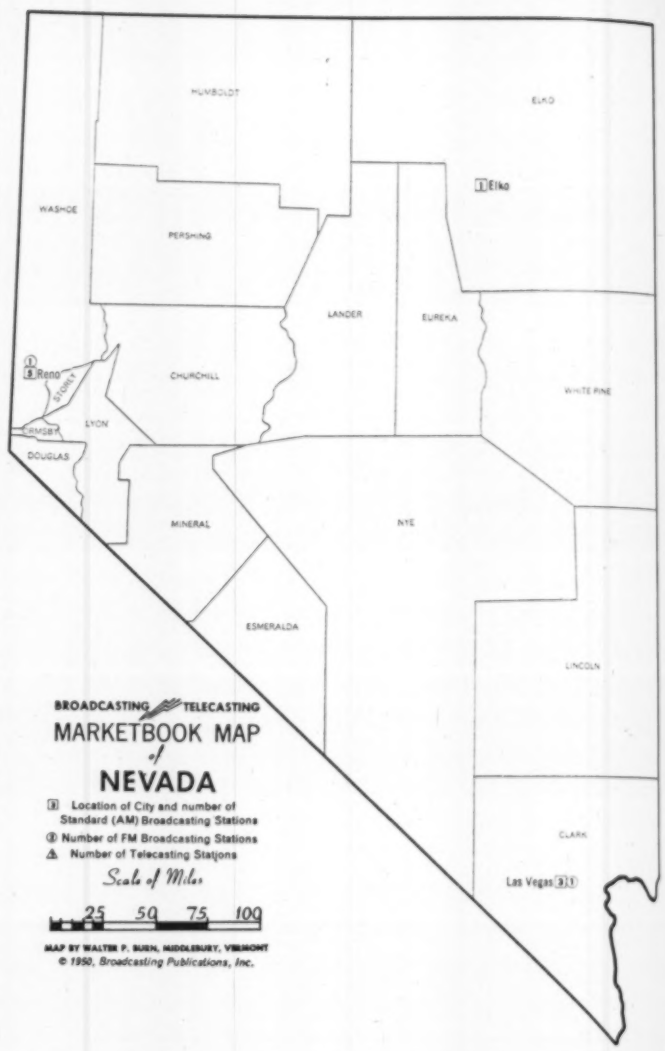
County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Churchill	6,172	5,317	1,724	1,660	96.3	6,365	8,095	733	469
Clark	47,555	16,414	13,284	12,699	95.6	41,256	55,513	11,328	8,407
Douglas	1,997	2,056	558	534	95.7	1,874	2,233	241	149
Elko	11,605	10,912	3,242	3,105	95.8	11,636	14,225	1,538	817
Emeralda	605	1,554	169	160	95.2	1,252	223	77	48
Eureka	883	1,361	247	232	94.2	831	821	285	267
Humboldt	4,789	4,743	1,338	1,279	95.6	5,834	6,163	639	386
Lander	1,825	1,745	510	482	94.7	1,941	1,691	249	153
Lincoln	3,827	4,130	1,069	1,042	97.5	3,184	2,565	578	476
Lyon	3,692	4,076	1,031	996	96.7	2,870	3,072	175	79
Mineral	5,412	2,342	1,512	1,437	95.1	1,978	3,305	524	278
Nye	3,071	3,606	858	809	94.4	5,101	3,205	316	184
Ormsby	4,097	3,209	1,144	1,125	98.4	3,858	4,624	450	244
Pershing	3,109	2,713	868	824	95.0	2,701	3,341	693	378
Storey	663	1,216	185	181	98.1	830	512	39	19
Washoe	51,496	32,476	14,384	14,038	97.6	76,756	79,157	13,682	9,554
White Pine	9,390	12,377	2,623	2,525	96.3	15,957	10,847	2,795	2,149

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

MARKET INDICATORS FOR NEVADA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	158,378	'50	110,247	'40
% of U. S.	0.11%	'50	0.08%	'40
Families	44,239	'50	33,520	'40
Percent Radio	96.3%	'49	89.3%	'46
Radio Families	42,602	'50	40,900	'46
Retail Sales	$ 184,224,000	'49	199,592,000	'48
Retail Trade Employes	9,013	'48	6,027	'39
Wholesale Sales Volume	$ 79,498,000	'48	23,200,000	'39
Wholesale Trade Employes	1,326	'48	768	'39
Employment (Mid-March)	36,221	'48	36,805	'47
Taxable Payrolls (1st quarter)	$ 25,378,000	'48	23,624,000	'47
Income	$ 275,000,000	'48	92,000,000	'40
Percent distribution	0.13%	'48	0.12%	'40
Per Capita Income	$1,679	'48	836	'40
Percent of national per capita income	119%	'48	145%	'40
New Construction (Private)	$ 25,800,000	'47	7,300,000	'39
Residential	$ 16,900,000	'47	4,000,000	'39
Non-Residential	$ 4,900,000	'48	1,800,000	'39
Value added by Manufacture	$ 27,777,000	'47	11,493,000	'39
Automobile Registration	69,119	'49	63,223	'48
Telephones	43,000	'49	28,300	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.



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250 Watts WMOU 1230 kc.

BERLIN, N. H.

NEW HAMPSHIRE

SPOT RATE FINDER

BERLIN, Coos, 9,983 fam., 96.3% radio, 9,613 radio fam.

WMOU, 250w, 1230kc, Kettell-Carter, Radio Reps.

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

CLAREMONT, Sullivan, 7,137 fam., 96.1% radio, 6,858 radio fam.

WTSV, 250w, 1230kc, MBS, Bolling, Noonan

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	20.00	30.00	50.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WTSV-FM, Chan. 291, 106.1mc, 1.5kw, Bolling, Bonus

CONCORD, Merrimack, 17,571 fam., 96.8% radio, 17,008 radio fam.

WKXL, 250w, 1450kc, MBS, Walker

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.50	7.50	15.00	30.00	45.00	75.00

KEENE, Cheshire, 10,803 fam., 96.4% radio, 10,414 radio fam.

WKNE, 5kw, 1290kc, CBS, Kettell-Carter, Young, BMB

	SB	1M	5M	15M	30M	1 Hr
D	6.70	8.00	13.40	26.80	40.20	67.00
N	10.00	12.00	20.00	40.00	60.00	100.00

LACONIA, Belknap, 7,403 fam., 96.2% radio, 7,121 radio fam.

WLNH, 250w, 1340kc, Yankee, MBS, KBS, Kettell-Carter

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

MANCHESTER, Hillsboro, 43,745 fam., 97.5% radio, 42,651 radio fam.

* * *

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	5.66	5.66	10.00	20.00	30.00	50.00
N	10.00	10.00	18.66	37.33	56.00	93.33

WFEA, 5kw, 1370kc, CBS, Young, Kettell-Carter, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	12.00	24.00	36.00	60.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WKBR, 250w, 1240kc, MBS, Bolling, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WKBR-FM, Chan. 261, 100.1mc, 1kw, Bolling, Bonus

WMUR, 5kw-D, 1kw-N, 610kc, ABC, Weed, Hooper, BMB

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	10.00	20.00	30.00	50.00
N	12.00	12.00	20.00	40.00	60.00	100.00

WMUR-FM, Chan. 239, 95.7mc, 3.3kw, Weed

	SB	1M	5M	15M	30M	1 Hr
D	1.50	1.50	2.50	5.00	7.50	12.50
N	3.00	3.00	5.00	10.00	15.00	25.00

NASHUA, Hillsboro, 43,745 fam., 97.5% radio, 42,651 radio fam.

* * *

WOTW, 1kw-D, 900kc, Bannan, Walker

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	12.00	24.00	36.00	60.00
N	5.00	8.00	16.00	32.00	48.00	80.00

WOTW-FM, Chan. 292, 106.3mc, 1kw, Bannan, Walker, Bonus

PORTSMOUTH, Rockingham, 10,981 fam., 96.7% radio, 10,618 radio fam.

WHEB, 1kw, 750kc, MBS, Yankee, Walker, Bannan

	SB	1M	5M	15M	30M	1 Hr
D	7.50	7.50	12.00	24.00	36.00	60.00
N	12.00	12.00	20.00	40.00	60.00	100.00

ROCHESTER, Strafford, 14,279 fam., 97.0% radio, 13,850 radio fam.

WWNH, 1kw-D, 930kc, Bolling, Granite

	SB	1M	5M	15M	30M	1 Hr
D	6.00	10.00	20.00		30.00	50.00
N	10.00	20.00	36.00		54.00	92.00

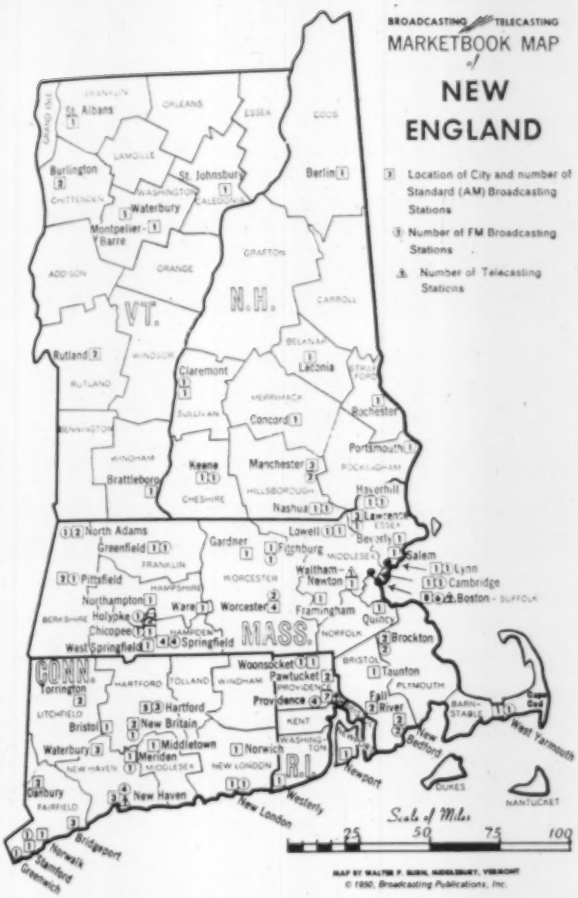
Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

* * *

NEW HAMPSHIRE RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Belknap	26,504	24,328	7,403	7,121	96.2	23,053	27,320	7,170	4,101
Carroll	15,751	15,589	4,400	4,144	94.2	11,595	14,156	2,344	1,043
Cheshire	38,678	34,953	10,803	10,414	96.4	29,186	29,371	10,719	6,372
Coos	35,742	39,274	9,983	9,613	96.3	29,424	28,518	8,681	4,982
Grafton	47,704	44,645	13,325	12,685	95.2	42,271	43,207	8,742	4,934
Hillsboro	156,607	144,888	43,745	42,651	97.5	141,395	147,440	55,072	31,176
Merrimack	62,906	60,710	17,571	17,008	96.8	49,245	51,119	12,318	6,587
Rockingham	39,315	58,142	10,981	10,618	96.7	58,794	59,261	10,788	5,303
Strafford	51,121	43,553	14,279	13,850	97.0	45,322	43,616	14,321	7,947
Sullivan	25,553	25,442	7,137	6,858	96.1	23,503	25,833	6,610	3,788

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.



MARKET INDICATORS FOR NEW JERSEY

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	4,821,714	'50	4,160,165	'40
% of U.S.	3.22%	'50	3.16%	'40
Families	1,346,847	'50	1,110,580	'40
Percent Radio	96.5%	'49	97.5%	'46
Radio Families	1,299,707	'50	1,186,000	'46
Retail Sales	$4,262,738,000	'49	4,470,833,000	'48
Retail Trade Employes	207,950	'48	158,377	'39
Wholesale Sales Volume	$3,470,255,000	'48	1,075,300,000	'39
Wholesale Trade Employes	58,222	'48	37,606	'39
Employment (Mid-March)	1,399,721	'48	1,362,348	'47
Taxable Payrolls (1st quarter)	$ 970,331,000	'48	891,319,000	'47
Income	$7,181,000,000	'48	3,138,000,000	'40
Percent distribution	3.49%	'48	4.14%	'40
Per Capita Income	$1,605	'48	803	'40
Percent of national per capita income	114%	'48	140%	'40
New Construction (Private)	$ 462,600,000	'49	114,100,000	'39
Residential	$ 295,800,000	'49	70,200,000	'39
Non-Residential	$ 102,100,000	'49	25,400,000	'39
Value added by Manufacture	$4,177,080,000	'47	1,518,269,000	'39
Automobile Registration	1,440,773	'49	1,331,916	'48
Telephones	1,446,100	'49	974,900	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

MARKET INDICATORS FOR NEW HAMPSHIRE

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	529,881	'50	491,524	'40
% of U.S.	0.35%	'50	0.37%	'40
Families	148,011	'50	135,960	'40
Percent Radio	96.7%	'49	94.2%	'46
Radio Families	143,126	'50	127,400	'46
Retail Sales	$ 453,788,000	'49	469,841,000	'48
Retail Trade Employes	24,128	'48	18,198	'39
Wholesale Sales Volume	$ 192,438,000	'48	64,300,000	'39
Wholesale Trade Employes	4,112	'48	2,570	'39
Employment (Mid-March)	141,410	'48	141,401	'47
Taxable Payrolls (1st quarter)	$ 79,499,000	'48	72,971,000	'47
Income	$ 659,000,000	'48	269,000,000	'40
Percent distribution	0.32%	'48	0.35%	'40
Per Capita Income	$1,261	'48	546	'40
Percent of national per capita income	89%	'48	95%	'40
New Construction (Private)	$ 26,200,000	'47	12,000,000	'39
Residential	$ 10,700,000	'47	4,600,000	'39
Non-Residential	$ 6,900,000	'48	2,700,000	'39
Value added by Manufacture	$ 306,932,000	'47	104,453,000	'39
Automobile Registration	167,327	'49	160,497	'48
Telephones	147,100	'49	103,100	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

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WMTR
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MORRISTOWN, N. J.

NEW JERSEY

SPOT RATE FINDER

ALPINE, Bergen, 149,807 fam., 97.9% radio, 146,661 radio fam.
WFMN (FM), Chan. 226, 93.1mc, 6kw (KE2XCC)
(No rates available)

ASBURY PARK, Monmouth, 62,483 fam., 95.4% radio, 59,608 radio fam.
WJLK, 250w, 1310kc

	SB	1M	5M	15M	30M	1 Hr
D	4.50	6.50	13.00	26.00	40.00	60.00
N	4.50	6.50	13.00	26.00	40.00	60.00

WJLK-FM, Chan. 232, 94.3mc, 1kw

D	4.50	6.50	13.00	26.00	40.00	60.00
N	4.50	6.50	13.00	26.00	40.00	60.00

ATLANTIC CITY, Atlantic, 37,100 fam., 94.2% radio, 34,948 radio fam.
3 AM affiliates, average 1-time rate

D	3.51	4.58	10.01	20.00	34.50	58.33
N	5.91	8.33	15.91	34.50	56.00	95.00

WBAB, 250w, 1490kc, CBS, Headly-Reed

D	3.75	5.00	12.50	25.00	45.00	75.00
N	7.00	9.50	18.75	45.00	75.00	125.00

WBAB-FM, Chan. 264, 100.7mc, 3kw, Headly-Reed, Bonus
WFPG, 250w, 1450kc, ABC, Pearson, Conlan, BMB Sports Net.

D	3.50	4.50	9.00	18.00	30.00	50.00
N	5.50	7.50	15.00	30.00	48.00	80.00

WFPG-FM, Chan. 253, 98.5mc, 15.6kw, Pearson, Bonus
WMID, 250w, 1340kc, MBS, Forjoe

D	3.30	4.25	8.55	17.00	28.50	50.00
N	5.25	8.00	14.00	28.50	45.00	80.00

BRIDGETON, Cumberland, 24,784 fam., 95.0% radio, 23,544 radio fam.
WSNJ, 250w, 1240kc, Clark

D	4.80	8.00	12.00	15.00	18.00	50.00
N	4.80	8.00	12.00	18.00	30.00	50.00

WSNJ-FM, Chan. 255, 98.9mc, 9.25kw, Clark, ½ AM rates

CAMDEN, Camden, 83,855 fam., 96.0% radio, 80,500 radio fam.
2 AM non-affiliates, average 1-time rate

D	8.00	11.50	19.00	38.75	57.50	95.00

WCAM, 250w, 1310kc

D	6.00	9.00	13.00	27.50	40.00	65.00
N	9.00	12.00	18.00	36.00	54.00	90.00

WKDN, 1kw-D, 800kc

D	10.00	14.00	25.00	50.00	75.00	125.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

WVNJ

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NEW YORK AND NEW JERSEY

WITH

5,000 Powerful Watts on 620 KC

WVNJ

NEWARK

Ivon B. Newman — General Manager

NEW JERSEY RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Atlantic	132,818	124,066	37,100	34,948	94.2	153,033	172,935	33,290	17,831
Bergen	536,311	409,646	149,807	146,661	97.9	348,105	404,123	82,659	56,612
Burlington	135,926	97,013	37,968	36,828	97.0	66,851	88,231	19,452	11,986
Camden	300,201	225,727	83,855	80,500	96.0	216,984	250,913	79,979	52,896
Cape May	36,920	28,919	10,312	9,837	95.4	45,376	49,188	5,471	2,781
Cumberland	88,727	73,184	24,784	23,544	95.0	76,027	84,169	22,713	12,824
Essex	901,448	837,340	251,801	242,232	96.2	1,031,351	960,214	299,118	209,048
Gloucester	91,714	72,219	25,618	24,721	96.5	47,208	56,953	11,928	7,921
Hudson	646,235	652,040	180,512	174,916	96.9	573,738	518,128	248,279	180,510
Hunterdon	42,689	36,766	11,924	11,542	96.8	30,673	38,397	6,407	3,903
Mercer	237,803	197,318	66,425	64,100	96.5	231,149	245,510	71,008	47,682
Middlesex	264,659	217,077	73,927	71,339	96.5	216,152	232,977	76,530	53,874
Monmouth	223,691	161,238	62,483	59,608	95.4	204,720	236,953	32,680	18,323
Morris	164,613	125,732	45,981	44,923	97.7	118,565	137,656	26,329	17,622
Ocean	56,117	37,706	15,675	15,142	96.6	51,971	74,671	7,125	3,556
Passaic	337,285	309,353	94,213	90,727	96.3	345,987	361,575	125,702	87,540
Salem	49,612	42,274	13,858	13,137	94.8	38,045	39,079	14,545	10,585
Somerset	98,740	74,390	27,581	26,891	97.5	61,710	76,877	27,093	19,511
Sussex	33,939	29,632	9,480	9,100	96.0	33,448	31,963	4,969	2,875
Union	397,558	328,344	111,049	107,828	97.1	330,948	366,157	110,950	82,112
Warren	54,407	50,181	15,197	14,665	96.5	40,337	44,164	14,775	9,412

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

* * *

ELIZABETH, Union, 111,049 fam., 97.1% radio, 107,828 radio fam.

WPOE (FM), Chan. 244, 96.7mc, 1kw

	SB	1M	5M	15M	30M	1 Hr
D		4.50	7.50	15.00	22.50	37.50
N		4.50	7.50	15.00	22.50	37.50

JERSEY CITY, Hudson, 180,512 fam., 96.9% radio, 174,916 radio fam.

WHOM, 5kw, 1480kc

D	10.00	17.50	45.00	75.00	137.50	250.00
N	15.00	25.00	63.00	105.00	192.50	350.00

MORRISTOWN, Morris, 45,981 fam., 97.7% radio, 44,923 radio fam.

WMTR, 1kw-D, 1250kc, Conlan

D	5.75	6.75	16.00	32.00	48.00	80.00

NEWARK, Essex, 251,801 radio, 96.2% radio, 242,232 radio fam.

4 AM non-affiliates, average 1-time rate.

	SB	1M	5M	15M	30M	1 Hr
D	14.42	20.12	42.88	64.31	118.62	221.00
N	17.37	23.25	53.20	80.87	144.25	264.75

WAAT, 5kw-D, 1kw-N, 970kc, Weed

D	17.50	25.00	52.80	66.00	132.00	264.00
N	17.50	25.00	52.80	66.00	132.00	264.00

WAAT-FM, Chan. 234, 94.7mc, 13.5kw, Weed, Bonus

WATV-(TV), Chan. 13, 25kw-aur.; 50kw-vis., Weed

D	80.00	100.00	135.00	180.00	270.00	450.00
N	100.00	125.00	180.00	240.00	360.00	600.00

WHBI, 2.5kw-D, 1kw-N, 1280kc (Shares time with WOV, New York, N. Y.)

D	15.00	15.00	50.00	80.00	120.00	200.00
N	25.00	25.00	87.50	140.00	210.00	350.00

WNJR, 5kw, 1430kc, Rambeau, Pulse

D	16.20	22.50	33.75	56.25	112.50	225.00
N	18.00	25.00	37.50	62.50	125.00	250.00

WNJR-FM, Chan. 274, 102.7mc, 3kw, Rambeau, Bonus

* * *

WVNJ, 5kw, 620kc, Hollingbery

	SB	1M	5M	15M	30M	1 Hr
D	9.00	18.00	35.00	55.00	110.00	195.00
N	9.00	18.00	35.00	55.00	110.00	195.00

NEW BRUNSWICK, Middlesex, 73,927 fam., 96.5% radio, 71,339 radio fam.

WCTC, 250w, 1450kc, BMB, Pulse

D	5.10	8.50	13.60	20.60	37.40	68.00
N	25% discount after 8 p.m.					

WCTC-FM, Chan. 252, 98.3mc, 1kw, Bonus

WDHN(FM), Chan. 228, 93.5mc, 1kw

D	3.00	4.00	8.50	13.50	22.50	35.00
N	3.00	4.00	8.50	13.50	22.50	35.00

PATERSON, Passaic, 94,213 fam., 96.3% radio, 90,727 radio fam.

WPAT, 5kw, 930kc, Forjoe, Pulse

D	21.60	36.40	72.80	109.20	182.00	
N	21.60	36.40	72.80	109.20	182.00	

WPAT-FM, Chan. 278, 103.5mc, 20kw, Bonus

PLAINFIELD, Union, 15,197 fam., 97.1% radio, 14,665 radio fam.

WXNJ(FM), Chan. 280, 103.9mc, 1kw

D	2.60	3.90	5.20	10.40	15.60	26.00
N	3.90	5.20	6.50	13.00	19.50	32.50

TRENTON, Mercer, 66,425 fam., 96.5% radio, 64,100 radio fam.

WTNJ, 250w-D, 1300kc

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	9.75	16.75	25.00	42.50

WTOA(FM), Chan. 248, 97.5mc, 14.5kw (No rates available)

WTTM, 1kw, 920kc, NBC, Forjoe

D	8.00	8.00	12.00	24.00	36.00	60.00
N	16.00	16.00	24.00	48.00	72.00	120.00

VINELAND, Cumberland, 24,784 fam., 95.0% radio, 23,544 radio fam.

WWBZ, 1kw-D, 1360kc, McGillvra

D	5.00	8.00	10.00	25.00	40.00	60.00

For Facts on the Atlantic City Market Contact
HEADLEY-REED
Representatives of Radio Station
WBAB

NORTH JERSEY IS A MAJOR MARKET!

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in Chicago phone ANdover 3-5566

NEW MEXICO

SPOT RATE FINDER

ALAMOGORDO, Otero, 4,108 fam., 89.6% radio, 3,680 radio fam.
KALG, 250w, 1230kc

	SB	1M	5M	15M	30M	1 Hr
D	1.50	2.42	4.65	7.00	8.35	16.68	33.35
N	1.50	2.42	4.65	7.00	8.35	16.68	33.35

ALBUQUERQUE, Bernalillo, 40,787 fam., 94.1% radio, 38,378 radio fam.

4 AM affiliates, average 1-time rate

D	6.50	9.87	14.37	22.75	34.75	72.50
N	11.00	16.25	25.00	39.75	60.25	100.00

KGGM, 5kw, 610kc, CBS, Avery-Knodel

D	7.00	10.00	15.00	24.00	36.00	60.00
N	14.00	20.00	30.00	48.00	72.00	120.00

KOAT, 250w, 1450 kc, ABC

D	5.00	8.50	12.50	20.00	30.00	50.00
N	8.00	12.00	20.00	32.00	48.00	80.00

KOB, 50kw-D, 25kw-N, 770kc, NBC

D	8.00	12.00	20.00	32.00	48.00	80.00
N	16.00	24.00	40.00	64.00	96.00	160.00

KOB-TV, Chan. 4, 5kw-aur., 2.51kw-vis., ABC, CBS, NBC, DuMont

N	12.00	12.00	30.00	45.00	90.00	150.00

KVER, 250w, 1340kc, MBS, Forjoe, BMB, Hooper, Conlan

D	6.00	9.00	10.00	15.00	25.00	40.00
N	6.00	9.00	10.00	15.00	25.00	40.00

ARTESIA, Eddy, 11,290 fam., 92.5% radio, 10,443 radio fam.
KSVP, 250w, 1450kc, MBS

D	2.45	3.25	6.75	12.50	20.00	35.00
N	2.45	3.25	6.75	12.50	20.00	35.00

BELEN, Valencia, 6,305 fam., 88.2% radio, 5,561 radio fam.
KENE, 250w, 1230kc
(No rates available)

CARLSBAD, Eddy, 11,290 fam., 92.5% radio, 10,443 radio fam.
KAVE, 250w, 1240kc, CBS, Taylor

D	5.00	5.00	12.00	16.00	24.00	40.00
N	8.00	8.00	15.00	24.00	36.00	60.00

KPBM, 1kw-D, 740kc

D		7.20	11.20	21.00	42.00	84.00

CLAYTON, Union, 2,060 fam., 92.1% radio, 1,897 radio fam.
KLMX, 250w, 1450kc

D		2.15	3.70	7.20	12.60	21.00
N		2.15	3.70	7.20	12.60	21.00

CLOVIS, Curry, 6,473 fam., 93.9% radio, 6,078 radio fam.
KICA, 1kw, 980kc, MBS, Taylor

D	11.25	13.50	22.50	36.00	54.00	90.00
N	11.25	13.50	22.50	36.00	54.00	90.00

GALLUP, McKinley, 7,519 fam., 88.7% radio, 6,669 radio fam.
KGAK, 250w, 1230kc, McGillvra

D	3.00	4.50	7.50	12.00	18.00	30.00
N	3.00	4.50	7.50	12.00	18.00	30.00

HOBBS, Lea, 8,799 fam., 93.4% radio, 8,218 radio fam.
KWEW, 250w, 1490kc, Taylor

D		5.00	12.00	16.00	24.00	40.00
N		8.00	15.00	24.00	36.00	60.00

HOT SPRINGS, Sierra, 1,999 fam., 87.8% radio, 1,755 radio fam.
KCHS, 250w, 1400kc, MBS

D	2.00	2.00	4.00	8.00	14.00	24.00
N	2.00	2.00	4.00	8.00	14.00	24.00

LAS CRUCES, Dona Ana, 10,906 fam., 87.2% radio, 9,510 radio fam.
KOBE, 250w, 1450kc, MBS

D	5.00	5.00	10.00	18.00	25.00	45.00
N	7.50	7.50	15.00	25.00	40.00	60.00

LAS VEGAS, San Miguel, 7,357 fam., 85.7% radio, 6,304 radio fam.
KFUN, 250w, 1230kc

D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

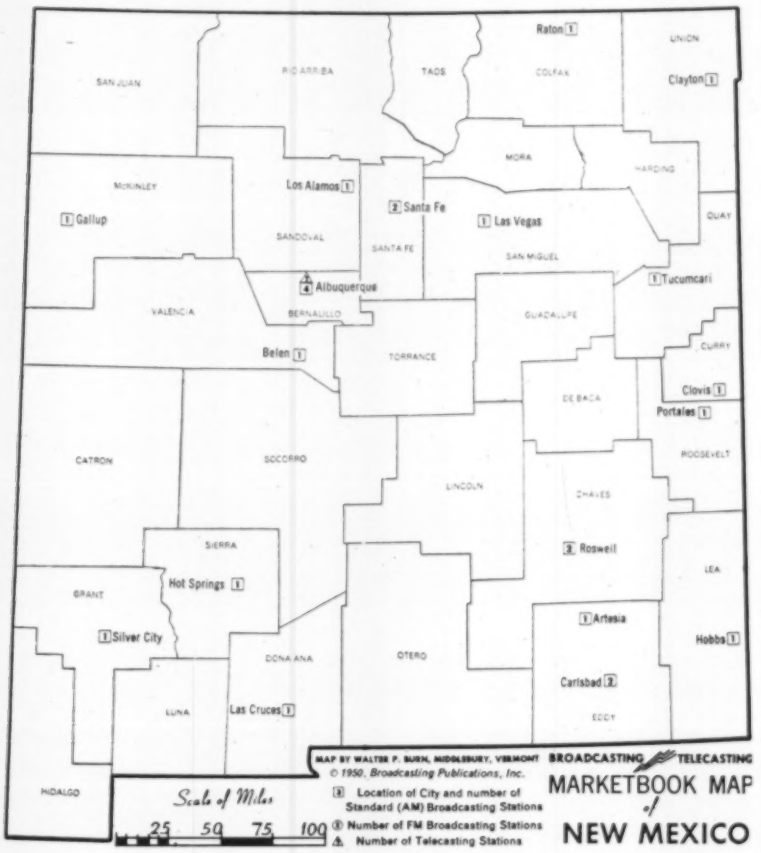
LOS ALAMOS, Los Alamos, 3,166 fam., *94.5% radio, 2,991 radio fam.
KRSN, 250w, 1490kc, McGillvra

D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	8.75	11.25	18.00	27.00	45.00

(Sold in combination with KTRC Santa Fe, N. M.)

PORTALES, Roosevelt, 4,578 fam., 91.9% radio, 4,207 radio fam.
KENM, 250w, 1450kc
(No rates available)

*Broadcasting estimate.
Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.



RATON, Colfax, 4,568 fam., 92.7% radio, 4,234 radio fam.
KRTN, 250w, 1490kc, MBS, Best, BMB

	SB	1M	5M	15M	30M	1 Hr
D	3.00	3.00	6.00	9.60	14.40	24.00
N	3.00	3.00	6.00	9.60	14.40	24.00

ROSWELL, Chaves, 10,693 fam., 92.1% radio, 9,848 radio fam.
KGFL, 250w, 1400kc, Taylor

D	6.75	6.75	12.00	18.00	27.00	45.00
N	9.00	9.00	15.00	24.00	36.00	60.00

KSWS, 250w, 1230kc, ABC, McGillvra

D	3.00	3.75	5.25	9.50	18.75	37.50
N	4.50	5.25	8.25	15.00	30.00	52.50

SANTA FE, Santa Fe, 10,488 fam., 89.3% radio, 9,365 radio fam.

2 AM affiliates, average 1-time rate

D	4.50	6.00	10.00	16.00	24.00	40.00
N	5.25	7.12	11.87	19.00	28.50	47.50

KTRC, 250w, 1400kc, ABC, McGillvra

D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.75	11.25	18.00	27.00	45.00

(Sold in combination with KRSN Los Alamos, N. M.)

KVSF, 1kw, 1260kc, CBS, Avery-Knodel

D	6.00	7.50	12.50	20.00	30.00	50.00
N	6.00	7.50	12.50	20.00	30.00	50.00

SILVER CITY, Grant, 5,945 fam., 92.2% radio 5,481 radio fam.
KSIL, 250w, 1340kc, CBS, Taylor

D	4.00	4.00	7.50	12.00	18.00	30.00
N	5.00	5.00	12.00	16.00	24.00	40.00

TUCUMCARI, Quay, 3,886 fam., 92.3% radio, 3,586 radio fam.
KTNM, 250w, 1400kc, MBS

D	4.50	6.00	12.00	10.00	35.00	60.00
N	4.50	6.00	12.00	10.00	35.00	60.00

(Non-commissionable—no frequency discount)

MARKET INDICATORS FOR NEW MEXICO

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	677,099	'50	531,818	'40
% of U. S.	0.45%	'50	0.40%	'40
Families	189,133	'50	131,480	'40
Percent Radio	90.9%	'49	73.5%	'46
Radio Families	171,921	'50	98,000	'46
Retail Sales	$ 531,660,000	'49	475,663,000	'48
Retail Trade Employes	24,293	'48	15,813	'29
Wholesale Sales Volume	$ 261,775,000	'48	66,400,000	'29
Wholesale Trade Employes	4,566	'48	2,522	'29
Employment (Mid-March)	84,831	'48	79,506	'47
Taxable Payrolls (1st quarter)	$ 47,635,000	'48	40,014,000	'47
Income	$ 643,000,000	'48	190,000,000	'40
Percent distribution	0.31%	'48	0.25%	'40
Per Capita Income	$1,125	'48	356	'40
Percent of national per capita income	80%	'48	62%	'40
New Construction (Private)	$ 68,900,000	'47	14,400,000	'29
Residential	$ 20,300,000	'47	5,100,000	'29
Non-Residential	$ 9,600,000	'48	1,800,000	'29
Value added by Manufacture	$ 55,486,000	'47	8,640,000	'29
Automobile Registration	204,713	'49	178,258	'48
Telephones	87,600	'49	53,300	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

NEW MEXICO RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Bernalillo	146,013	69,391	40,785	38,378	94.1	129,881	122,022	21,676	11,442
Catron	3,517	4,881	982	894	91.1	1,372	1,044	129	47
Chaves	38,282	23,980	10,693	9,848	92.1	38,826	36,014	4,631	2,445
Colfax	16,356	18,718	4,568	4,234	92.7	18,765	13,076	2,392	1,387
Curry	23,174	18,159	6,473	6,078	93.9	32,873	25,936	3,243	1,450
De Baca	3,460	3,725	966	895	92.7	2,852	3,142	226	86
Dona Ana	39,044	30,411	10,906	9,510	87.2	19,693	22,041	2,384	1,064
Eddy	40,421	24,311	11,290	10,443	92.5	34,574	35,494	7,544	5,412
Grant	21,286	20,050	5,945	5,481	92.2	18,614	15,939	4,870	3,346
Guadalupe	6,752	8,646	1,886	1,663	88.2	5,596	3,958	420	141
Harding	3,039	4,374	848	767	90.5	2,569	1,566	131	53
Hidalgo	5,110	4,821	1,427	1,292	90.6	6,421	4,771	668	284
Lea	31,502	21,154	8,799	8,218	93.4	32,433	31,760	4,484	2,589
Lincoln	7,371	8,557	2,058	1,897	92.2	5,377	4,291	466	176
Los Alamos	11,335		3,166	2,991	94.5*	3,706	2,239		
Luna	8,640	6,457	2,413	2,176	90.2	8,425	7,148	1,058	434
McKinley	26,920	23,641	7,519	6,669	88.7	25,720	16,697	1,964	892
Mora	8,604	10,981	2,403	2,066	86.0	2,264	1,667	201	52
Otero	14,709	10,522	4,108	3,680	89.6	8,752	8,065	850	477
Quay	13,912	12,111	3,886	3,586	92.3	13,300	13,603	1,192	464
Rio Arriba	24,543	25,352	6,855	5,950	86.8	6,618	6,576	604	245
Roosevelt	16,391	14,549	4,578	4,207	91.9	11,453	12,067	1,181	488
Sandoval	13,427	13,898	3,750	3,292	87.8	2,886	2,264	4,496	3,172
San Juan	18,116	17,115	5,060	4,528	89.5	7,860	7,959	760	342
San Miguel	26,339	27,910	7,357	6,304	85.7	16,415	12,268	1,871	814
Santa Fe	37,548	30,826	10,488	9,365	89.3	36,668	30,256	5,168	2,803
Sierra	7,159	6,962	1,999	1,755	87.8	4,332	5,149	555	209
Socorro	9,665	11,422	2,699	2,337	86.6	5,529	4,016	552	253
Taos	17,305	18,528	4,833	4,214	87.2	6,576	5,465	667	224
Torrance	8,057	11,026	2,250	2,103	93.5	4,745	3,551	328	108
Union	7,375	9,095	2,060	1,897	92.1	7,574	6,241	394	167
Valencia	22,574	20,245	6,305	5,561	88.2	8,991	9,378	981	380

*Broadcasting estimate.
Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

NEW YORK

SPOT RATE FINDER

ALBANY, Albany, 66,539 fam., 96.8% radio, 64,409 radio fam.

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	12.00	17.00	24.30	48.60	76.50	127.50
N	20.50	28.00	40.50	81.00	127.50	212.50

3 AM non-affiliates, average 1-time rate

D	7.33	9.16	16.00	31.66	53.00	73.33
N	13.16	17.00	28.66	57.33	91.00	143.66

WABY, 250w, 1400kc

D	5.00	6.00	15.00	30.00	60.00	75.00
N	7.50	10.00	20.00	40.00	75.00	100.00

WOKO, 1kw-D, 500w-N, 1460kc, Cooke

D	9.00	9.00	13.00	25.00	39.00	45.00
N	16.00	16.00	26.00	52.00	78.00	131.00

WPTR, 50kw, 1540kc, Weed

D	8.00	12.50	20.00	40.00	60.00	100.00
N	16.00	25.00	40.00	80.00	120.00	200.00

WROW, 5kw-D, 1kw-N, 590kc, MBS, Bolling, Hooper

D	10.00	16.00	21.60	43.20	72.00	120.00
N	17.00	26.00	36.00	72.00	120.00	200.00

WROW-FM, Chan. 230, 93.9mc, 1kw, Bolling, Bonus

WXKW, 10kw, 850kc, ABC, Katz

D	14.00	18.00	27.00	54.00	81.00	135.00
N	24.00	30.00	45.00	90.00	135.00	225.00

AMSTERDAM, Montgomery, 16,649 fam., 96.5% radio, 16,066 radio fam.

WCSS, 250w, 1490kc

D	3.60	5.00	10.00	20.00	30.00	50.00
N	5.00	8.00	15.00	30.00	45.00	75.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

For Facts on the White Plains Market
Contact
HEADLEY-REED
Representatives of Radio Station
WFAS

AUBURN, Cayuga, 19,555 fam., 97.0% radio, 18,968 radio fam.

WMBO, 250w, 1340kc, MBS, Clark

	SB	1M	5M	15M	30M	1 Hr
D		5.50	12.00	24.00	36.00	60.00
N		8.10	16.00	32.00	54.00	90.00

WMBO-FM, Chan. 241, 96.1mc, 18kw, Bonus

BATAVIA, Genessee, 13,299 fam., 96.1% radio, 12,780 radio fam.

WBTA, 250w, 1490kc, MBS

D	4.00	5.00	7.50	14.60	21.00	35.00
N	5.00	6.00	9.00	18.00	25.00	45.00

BAY SHORE, Suffolk, 76,078 fam., 97.2% radio, 73,947 radio fam.

WBEY(FM), Chan. 296, 107.1mc, 0.25kw (No rates available)

BINGHAMTON, Broome, 51,582 fam., 97.0% radio, 50,034 radio fam.

4 AM affiliates, average 1-time rate

D	8.20	9.25	15.70	30.50	45.75	76.25
N	12.00	14.95	26.25	51.00	76.50	127.50

WENE, 5kw, 1430kc, ABC, Radio Reps, BMB

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WENE-FM, Chan. 269, 101.7mc, 540kw, Radio Reps, Bonus

WINR-FM, Chan. 224, 92.7mc, 350w

D	8.00	10.00	14.00	28.00	42.00	70.00
N	10.00	15.00	24.00	48.00	72.00	120.00

WINR-FM, Chan. 299, 107.7mc (CP)

WKOP, 1kw-D, 500w-N, 1360kc, MBS, Burn-Smith

D	8.00	10.20	17.00	34.00	51.00	85.00
N	10.00	16.80	28.00	56.00	84.00	140.00

WNBF, 5kw, 1290kc, CBS, Bolling

D	10.80	10.80	19.80	36.00	54.00	90.00
N	18.00	18.00	33.00	60.00	90.00	150.00

WNBF-FM, Chan. 263, 100.5mc, 12kw, Bolling, Bonus

WNBF-TV, Chan. 12, 11.7kw-aur.; 12kw-vis., Bolling

D		18.00	24.00	48.00	72.00	120.00
N		30.00	40.00	80.00	120.00	200.00

BRISTOL CENTER, Ontario City, 16,738 fam., 95.7% radio, 16,018 radio fam.

WVBT(FM), Chan. 270, 101.9mc, 1.3kw, Rural Radio (For rates see Rural Radio Network listing)

BUFFALO, Erie, 248,893 fam., 98.0% radio, 243,915 radio fam.

4 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	16.06	25.06	32.33	56.50	84.50	140.75
N	29.25	49.75	74.83	116.00	174.25	328.33

2 AM non-affiliates, average 1-time rate

D	8.75	17.50	40.00	65.00	87.50	127.50

WBEN, 5kw, 930kc, NBC, Petry, Hooper

D	18.00	27.50		53.00	80.00	133.00
N	20.00	50.00		64.00	106.00	

WBEN-FM, Chan. 293, 106.5mc, 3kw, Petry, Bonus

WBEN-TV, Chan. 4, 10.2kw-aur.; 16.2kw-vis., ABC, CBS, NBC, DuMont, Harrington, Righter & Parsons

D	60.00	60.00	75.00	120.00	180.00	300.00
N	80.00	80.00	100.00	160.00	240.00	400.00

WBNY, 250w, 1400kc, Young

D	7.50	15.00	35.00	45.00	65.00	105.00
N	7.50	15.00	40.00	80.00	110.00	190.00

WBNY-FM, Chan. 225, 92.9mc, 48kw, Bonus

WEBR, 5kw, 970kc, MBS, Katz, Conlan, Hooper

D	13.25	18.25	33.00	44.00	66.00	110.00
N	17.50	35.00	82.50	110.00	165.00	275.00

WGR, 5kw, 550kc, CBS, Free & Peters

D	15.00	22.00	28.00	56.00	84.00	140.00
N	42.50	56.00	70.00	140.00	210.00	350.00

WKBW, 50kw, 1520kc, ABC, Avery-Knodel, Hooper

D	18.00	32.50	36.00	72.00	108.00	180.00
N	37.00	58.00	72.00	144.00	216.00	360.00

WWOL, 1kw-D, 1120kc, Forjoe

D	10.00	20.00	45.00	85.00	110.00	150.00

WWOL-FM, Chan. 281, 104.1mc, 7.7kw, Bonus

WXRA, 1kw-D, 1080kc, Cooke (See Kenmore, N. Y. listing)

CHERRY VALLEY, Otsego, 14,243 fam., 93.6% radio, 13,331 radio fam.

WVCV(FM), Chan. 270, 101.9mc, 1.3kw, Rural Radio (For rates see Rural Radio Network listing)

CORAM, Suffolk, 76,078 fam., 97.2% radio, 73,947 radio fam.

WFSS(FM), Chan. 277, 103.3mc, 1.8kw (No rates available)

CORNING, Steuben, 25,484 fam., 94.2% radio, 24,005 radio fam.

2 AM non-affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D		6.85	11.00	22.00	33.00	55.00

WCBA, 1kw-D, 1350kc, McGillvra

D		7.70	12.00	24.00	36.00	60.00

WCLI, 250w, 1540kc

D	6.00	6.00	10.00	20.00	30.00	50.00
N	6.00	6.00	10.00	20.00	30.00	50.00

WCLI-FM, Chan. 291, 106.1mc, 4.2kw, Walker

D	6.00	6.00	10.00	20.00	30.00	50.00
N	6.00	6.00	10.00	20.00	30.00	50.00

CORTLAND, Cortland, 10,354 fam., 96.9% radio, 10,033 radio fam.

WKRT, 1kw-D, 500w-N, 920kc

D		9.00	12.00	24.00	36.00	60.00
N		9.00	12.00	24.00	36.00	60.00

WKRT-FM, Chan. 260, 99.9mc, 15kw, McGillvra, Bonus

DE RUYTER, Madison, 12,937 fam., 94.5% radio, 12,225 radio fam.

WVCN(FM), Chan. 286, 105.1mc, 1.3kw, Rural Radio (For rates see Rural Radio Network listing)

DUNKIRK, Chautauqua, 37,278 fam., 97.1% radio, 36,196 radio fam.

WFCB, 500w, 1410kc

D		4.00	8.00	16.00	24.00	40.00
N		5.00	11.00	22.00	33.00	55.00

ELMIRA, Chemung, 24,245 fam., 96.4% radio, 23,372 radio fam.

2 AM affiliates, average 1-time rate

D		7.50	13.00	26.00	39.00	65.00
N		8.50	17.00	34.00	51.00	85.00

WELM, 250w, 1400kc, ABC, Walker, Conlan

D	7.00	7.00	12.00	24.00	36.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WENY, 250w, 1230kc, NBC, MBS, McKinney

D		8.00	14.00	28.00	42.00	70.00
N		9.00	18.00	36.00	54.00	90.00

(Continued on page 146)

For Facts on the Niagara Falls Market
Contact
HEADLEY-REED
Representatives of Radio Station
WHLD

NEW YORK

SPOT RATE FINDER

(Continued from page 145)

ENDICOTT, Broome, 51,582 fam., 97.0% radio, 50,034 radio fam.
WENE, 5kw, 1430kc, ABC, Radio Reps., BMB (See Binghamton, N. Y. listing)
FREEPORT, Nassau, 185,962 fam., 98.4% radio, 182,986 radio fam.
WGBB, 100w, 1240kc

	SB	1M	5M	15M	30M	1 Hr
D	5.00	8.00	10.00	20.00	37.50	70.00
N	5.00	8.00	10.00	20.00	37.50	70.00

FULTON, Oswego, 21,501 fam., 94.8% radio, 20,382 radio fam.
WOSC, 1kw-D, 1300kc, McGillvra

D	5.00	11.00	21.00	32.00	52.00

GENEVA, Ontario, 16,738 fam., 95.7% radio, 16,018 radio fam.
WGVA, 250w, 1240kc, MBS, Cooke, BMB

D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.00	6.00	12.00	24.00	36.00	60.00

GLENS FALLS, Warren, 10,903 fam., 95.5% radio, 10,412 radio fam.
WWSC, 250w, 1450kc, ABC, McKinney

D	7.00	8.75	10.00	21.25	37.50	62.50
N	8.00	10.00	12.00	26.25	45.00	75.00

GLOVERSVILLE, Fulton, 14,232 fam., 95.9% radio, 13,648 radio fam.
WENT, 250w, 1340kc, CBS, McGillvra

D	5.00	10.00	20.00	30.00	50.00
N	8.00	15.00	30.00	45.00	75.00

HEMPSTEAD, Nassau, 185,962 fam., 98.4% radio, 182,986 radio fam.
WHLI, 250w-D, 1100kc, Conlan

D	8.00	12.00	20.00	32.00	48.00	80.00

WHLI-FM, Chan. 252, 98.3mc, 1kw, Bonus

HORNELL, Steuben, 25,484 fam., 94.2% radio, 24,005 radio fam.

2 AM non-affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	6.93	6.93	11.10	22.20	33.30	55.50

WLEA, 1kw-D, 1320kc, McGillvra

D	7.50	7.50	12.00	24.00	36.00	60.00

WWHG, 1kw-D, 1590kc, Sears & Ayer

D	6.37	6.37	10.20	20.40	30.60	51.00

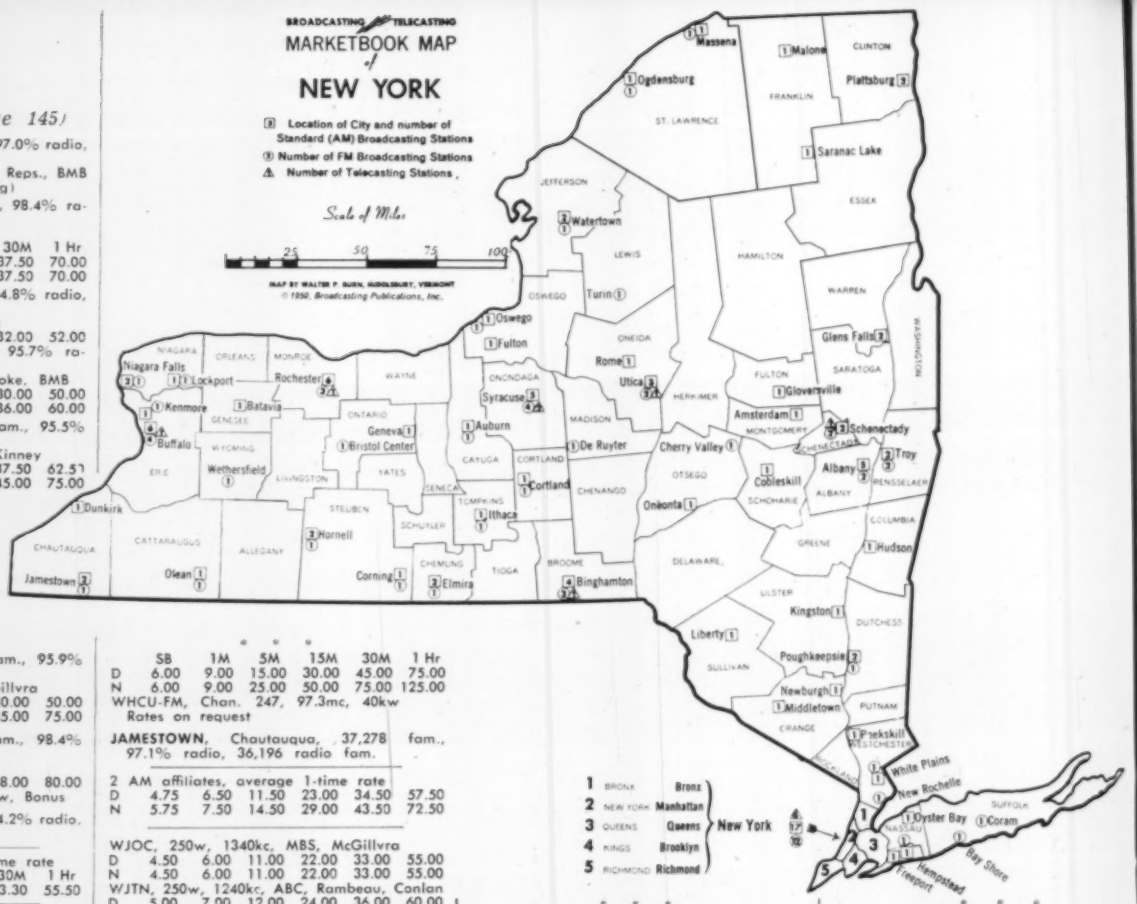
WWHG-FM, Chan. 287, 105.3mc, 8.3kw, Bonus

HUDSON, Columbia, 12,084 fam. 96.6% radio, 11,673 radio fam.
WHUC, 250w, 1230kc

D	1.75	3.45	8.65	17.25	28.75	51.75
N	3.45	5.20	11.50	20.15	31.00	57.50

ITHACA, Tompkins, 16,532 fam., 95.7% radio, 15,821 radio fam.
WHCU, 1kw, 870kc, CBS, Kettell-Carter, Conlan

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.



* * *

	SB	1M	5M	15M	30M	1 Hr
D	6.00	9.00	15.00	30.00	45.00	75.00
N	6.00	9.00	25.00	50.00	75.00	125.00

WHCU-FM, Chan. 247, 97.3mc, 40kw
Rates on request

JAMESTOWN, Chautauqua, 37,278 fam., 97.1% radio, 36,196 radio fam.

2 AM affiliates, average 1-time rate

D	4.75	6.50	11.50	23.00	34.50	57.50
N	5.75	7.50	14.50	29.00	43.50	72.50

WJOC, 250w, 1340kc, MBS, McGillvra

D	4.50	6.00	11.00	22.00	33.00	55.00
N	4.50	6.00	11.00	22.00	33.00	55.00

WJTN, 250w, 1240kc, ABC, Rambeau, Conlan

D	5.00	7.00	12.00	24.00	36.00	60.00
N	7.00	9.00	18.00	36.00	54.00	90.00

WJTN-FM, Chan. 227, 93.3mc, 9.5kw, Rambeau, Bonus

KENMORE, Erie, 248,893 fam., 98.0% radio, 243,915 radio fam.
WXRA, 1kw-D, 1080kc, Cooke

D	9.00	20.00	40.00	60.00	100.00
N	9.00	20.00	40.00	60.00	100.00

WXRC(FM), Chan. 277, 103.3mc, 4.6kw, Cooke, Bonus

KINGSTON, Ulster, 25,882 fam., 94.6% radio, 24,484 radio fam.
WKNY, 250w, 1490kc, MBS, McGillvra, Conlan

D	3.00	4.00	8.00	16.00	24.00	40.00
N	4.00	6.00	12.00	24.00	36.00	60.00

LIBERTY, Sullivan, 11,350 fam., 94.2% radio, 10,691 radio fam.

* * *

WVOS, 250w, 1240kc, Cooke

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.75	8.25	15.50	30.00	
N	6.00	7.25	9.25	17.50	34.00	

LOCKPORT, Niagara, 53,068 fam., 96.8% radio, 51,369 radio fam.
WUSJ, 250w, 1340kc

D	3.50	6.50	11.00	20.00	30.00	50.00
N	3.50	6.50	11.00	20.00	30.00	50.00

WUSJ-FM, Chan. 257, 99.3mc, 0.8kw, Bonus

MALONE, Franklin, 12,523 fam., 93.8% radio, 11,746 radio fam.
WICY, 250w, 1490kc, MBS

D	3.00	5.00	10.00	12.00	18.00	30.00
N	6.00	8.00	15.00	16.00	24.00	40.00

MASSENA, St. Lawrence, 27,297 fam., 92.6% radio, 25,277 radio fam.

* * *

WMSA, 250w, 1340kc, ABC, Weed

	SB	1M	5M	15M	30M	1 Hr
D	2.00	4.00	7.00	14.00	24.00	40.00
N	2.50	5.00	10.00	20.00	30.00	50.00

WMSA-FM, Chan. 287, 105.3mc, 13kw
(No rates available)

(Continued on page 148)

For Facts on the Troy Market
Contact
HEADLEY-REED
Representatives of Radio Station
WTRY

Make the MOST of your RADIO DOLLAR in Syracuse

Combine the three big economic factors . . coverage . . audience . . price. Ask a Petry man to tell you the WAGE story.

5 KW Daytime
(1 KW Nights)
at 620 KC

WAGE

ABC in
SYRACUSE

WKBW

YOUR WESTERN NEW YORK SALESMAN

- Buffalo's MOST POWERFUL Station
- Brand New Broadcasting Studios
- MORE LISTENERS PER DOLLAR

Western New York's ONLY 24 HOUR DAY & NIGHT STATION

● WKBW has recently completed the first studios and office building in Buffalo to be used exclusively for radio broadcasting. The new building is located on the site which twenty-five years ago housed the original transmitter of WKBW . . . the first commercially built transmitter in the Buffalo area. The new home of WKBW has the most modern studios and facilities, providing the utmost in efficiency for station clientele and personnel.

WKBW

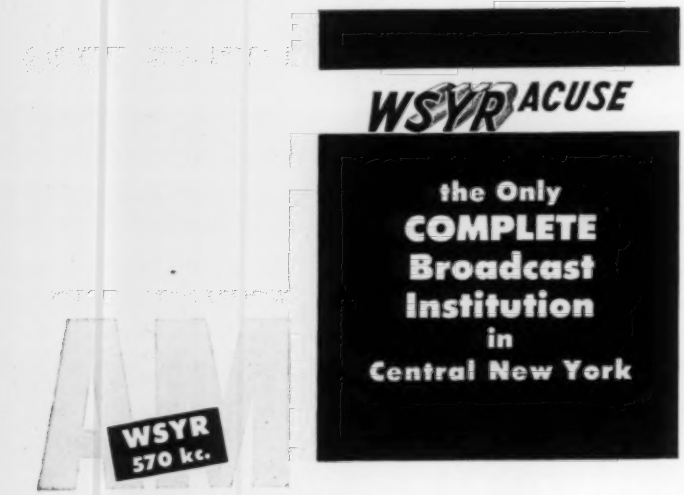
BUFFALO'S MOST POWERFUL STATION

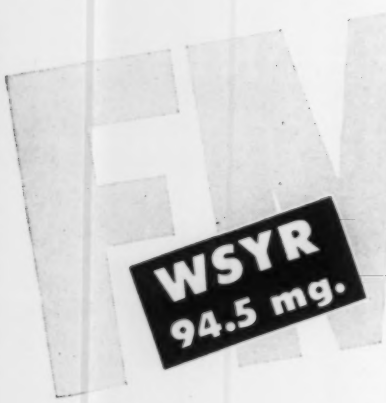
50,000 WATTS

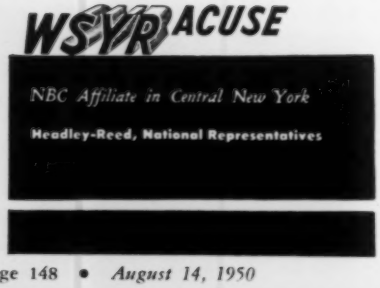
AVERY-KNODEL
National Representatives

ABC NETWORK

CLINTON H. CHURCHILL
President and General Manager







NEW YORK

SPOT RATE FINDER

(Continued from page 146)

MIDDLETOWN, Orange, 42,062 fam., 95.7% radio, 40,253 radio fam.

WALL, 250w, 1340kc, McGillvra, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	7.20	16.80	28.80	48.00
N	5.00	5.00	9.00	21.00	36.00	60.00

NEWBURG, Orange, 42,062 fam., 95.7% radio, 40,253 radio fam.

WGNY, 1kw-D, 1220kc, BMB

D	6.00	8.00	14.00	28.00	42.00	70.00

NEW ROCHELLE, Westchester, 174,038 fam., 98.0% radio, 170,557 radio fam.

WGNR, 500w-D, 1460kc

D	7.50	10.00	18.00	36.00	54.00	90.00

WGNR-FM, Chan. 228, 93.5mc, 1kw, Bonus

NEW YORK CITY, New York, 2,190,063 fam., 96.9% radio, 2,123,397 radio fam.

4 AM affiliates, average 1-time rate

D	95.75	102.66	129.75	259.50	389.25	648.75
N	272.50	200.00	240.00	495.00	742.50	1237.50

11 AM non-affiliates, average 1-time rate

D	19.50	27.50	48.16	100.00	157.95	267.88
N	23.37	34.10	70.87	126.00	199.92	334.72

WABD(TV), Chan. 5, 9.4w-aur.; 14.5kw-vis., DuMont

D	150.00	150.00	375.00	600.00	900.00	1500.00
N	350.00	350.00	500.00	800.00	1200.00	2000.00

WABF(FM), Chan. 258, 99.5mc, 20kw

D	100.00
N	150.00

WBNX, 5kw, 1380kc, King, Pulse

D	18.00	32.00	45.00	80.00	141.75
N	24.00	45.00	80.00	141.75	257.25

WCBS, 50kw, 880kc, CBS, Radio Sales

D	100.00	135.00	270.00	405.00	675.00
N	540.00		540.00	810.00	1350.00

WCBS-FM, Chan. 266, 101.1mc, 5.8kw, Bonus

WCBS-TV, Chan. 2, 6.8w-aur.; 13.7kw-vis., CBS

D	250.00	250.00	450.00	600.00	900.00	1500.00
N	350.00	350.00		800.00	1200.00	2000.00

WEVD, 5kw, 1330kc

D	15.00	35.00	75.00	125.00	215.00
N	25.00	65.00	115.00	200.00	300.00

WFAS, 250w, 1230kc

(See White Plains, N. Y. listing)

WFDR(FM), Chan. 282, 104.3mc, 17kw, Pulse

D	7.50	7.50	15.00	30.00	50.00	80.00
N	10.00	10.00	20.00	40.00	65.00	110.00

WGHF(FM), Chan. 270, 101.9mc, 20kw

D	3.50	7.50	14.00	25.00	33.75	60.00
N	5.00	10.00	18.75	33.75	45.00	80.00

WHOM, 5kw, 1480kc (Jersey City, N. J.)

D	10.00	17.50	45.00	75.00	137.50	250.00
N	15.00	25.00	63.00	105.00	192.50	350.00

WINS, 50kw-D, 10kw-N, 1010kc, Pulse

D	18.00	25.00	100.00	150.00	250.00
N	11.25	15.00	50.00	75.00	125.00

WJZ, 50kw, 770kc, ABC, ABC Spot Sales, Pulse, BMB

D	108.00	108.00	144.00	288.00	432.00	720.00
N	200.00	200.00	240.00	480.00	720.00	1200.00

WJZ-FM, Chan. 238, 95.5mc, 6kw, Bonus

WJZ-TV, Chan. 7, 14.8kw-aur.; 29.5kw-vis., ABC

D	100.00	120.00	188.00	300.00	450.00	750.00
N	300.00	360.00	500.00	800.00	1200.00	2000.00

WLIB, 1kw-D, 1190kc, (L-WOWO)

D	15.00	37.50	75.00	125.00	225.00

WMCA, 5kw, 570kc, Free & Peters

D	24.00	40.00	60.00	120.00	180.00	300.00
N	24.00	40.00	60.00	120.00	180.00	300.00

WMGM, 50kw, 1050kc

D	30.00	50.00	100.00	200.00	300.00	500.00
N	45.00	75.00	150.00	300.00	450.00	750.00

WMGM-FM, Chan. 262, 100.3mc, 18kw

D	5.00	30.00	45.00	75.00
N	5.00	40.00	60.00	100.00

WNBC, 50kw, 660kc, NBC Spot Sales

D	100.00	100.00	120.00	240.00	360.00	600.00
N	200.00	200.00	240.00	480.00	720.00	1200.00

WNBC-FM, Chan. 246, 97.1mc, 1.6kw (no data available)

WNBT (TV), Chan. 4, 5.7kw-aur.; 18.5kw-vis., NBC

D	133.50	133.50	188.00	300.00	450.00	750.00
N	400.00	400.00	500.00	800.00	1200.00	2000.00

WNEW, 10kw, 1130kc, Blair, Pulse

D	60.00	200.00	300.00	500.00
N	60.00	200.00	300.00	500.00

WOR, 50kw, 710kc, MBS, BMB, Hooper, Pulse

D	75.00	100.00	120.00	240.00	360.00	600.00
N	150.00	200.00	240.00	480.00	720.00	1200.00

WOR-FM, Chan. 254, 98.7mc, 15kw

D	3.00	6.00	10.00	20.00	30.00	50.00
N	5.00	10.00	20.00	40.00	60.00	100.00

WOR-TV, Chan. 9, 9kw-aur.; 9.5kw-vis., MBS

D	100.00	125.00	180.00	240.00	360.00	600.00
N	200.00	250.00	360.00	480.00	720.00	1200.00

WOV, 5kw, 1280kc, Pearson

D	25.00	25.00	45.00	90.00	150.00	250.00
N	25.00	25.00	45.00	90.00	150.00	250.00

WPIX (TV), Chan. 11, 9.25kw-aur.; 18.5kw-vis., Free & Peters

D	75.00	100.00	144.00	192.00	288.00	480.00
N	150.00	200.00	360.00	480.00	720.00	1200.00

WQXR, 10kw, 1560kc, Raymer

D	10.00	25.00	60.00	80.00	120.00	200.00
N	20.00	40.00	120.00	160.00	240.00	400.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

WQXR-FM, Chan. 242, 96.3mc, 20kw, Raymer, Bonus

WWRL, 5kw, 1600kc (Woodside)

	SB	1M	5M	15M	30M	1 Hr
D		12.00	19.00	40.00	70.00	115.00
N		12.00	19.00	40.00	70.00	115.00

NIAGARA FALLS, Niagara, 53,068 fam., 96.8% radio, 51,369 radio fam.

2 AM non-affiliates, average 1-time rate

D	7.50	8.00	13.50	37.00	65.00	112.50

WHLD, 5kw, 1270kc, Headley-Reed

D	10.00	10.00	15.00	50.00	90.00	150.00
N	10.00	10.00	15.00	50.00	90.00	150.00

WHLD-FM, Chan. 253, 98.5mc, 46kw, Headley-Reed

D	3.00	4.00	8.00	15.00	25.00	40.00
N	4.00	5.00	10.00	25.00	40.00	60.00

WJJL, 1kw-D, 1440kc, Grant, Conlan

D	5.00	6.00	12.00	24.00	40.00	75.00

OGDENSBURG, St. Lawrence, 27,297 fam., 92.6% radio, 25,277 radio fam.

WSLB, 250w, 1400kc, MBS

D		5.00	10.00	20.00	30.00	40.00
N		5.00	10.00	20.00	30.00	40.00

WSLB-FM, Chan. 291, 106.1mc, 3kw (See Rural Radio Network listing)

OLEAN, Cattaraugus, 21,677 fam., 96.7% radio, 20,961 radio fam.

WHDL, 250w, 1450kw, ABC, McKinney

D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WHDL-FM, Chan. 239, 95.7mc, 43kw, McKinney, Bonus

ONEONTA, Otsego, 14,243 fam., 92.6% radio, 13,331 radio fam.

WDOS, 250w, 1400kc, MBS, Radio Reps.

D	6.00	6.00	12.00	24.00	36.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

OSWEGO, Oswego, 21,501 fam., 94.8% radio, 20,382 radio fam.

WOPT (FM), Chan. 284, 104.7mc, 3kw

D	7.50	15.00	20.00	35.00
N	10.00	20.00	30.00	50.00

OYSTER BAY, Nassau, 185,962 fam., 98.4% radio, 182,986 radio fam.

WKBS, 250w-D, 1520kc

D	5.00	8.00	15.00	32.00	48.00	80.00

PEEKSKILL, Westchester, 174,038 fam., 94.8% radio, 170,557 radio fam.

WLNA, 500w-D, 1420kc

D	5.00	7.00	12.00	24.00	36.00	60.00

PLATTSBURG, Clinton, 14,965 fam., 91.0% radio, 14,216 radio fam.

2 AM affiliates, average 1-time rate

D	5.00	11.00	18.00	27.00	45.00	
N	8.00	15.00	24.00	37.50	62.50	

WEAV, 1kw, 960kc, ABC, McGillvra

D	5.00	10.00	20.00	30.00	50.00	
N	8.00	15.00	30.00	45.00	75.00	

WENT, 250w, 1340kc (See Gloversville, N. Y. Listing)

WIRY, 250w, 1340kc, MBS, Grant

D	3.00	5.00	12.00	16.00	24.00	40.00
N	6.00	8.00	15.00	18.00	30.00	50.00

POUGHKEEPSIE, Dutchess, 38,214 fam., 96.1% radio, 36,723 radio fam.

WEOK, 1kw-D, 1390kc, Barry, Hooper

D	4.60	6.90	13.80	27.60	41.40	69.00

WKIP, 250w, 1450kc, ABC, Hooper

D	4.00	5.00	10.00	20.00	30.00	50.00
N	6.00	7.00	14.00	28.00	42.00	70.00

WHVA (FM), Chan. 284, 104.7mc, 25kw (For rates see Rural Radio Network listing)

ROCHESTER, N. Y., 135,450 fam., 94.8% radio, 131,793 radio fam.

4 AM affiliates, average 1-time rate

D	21.00	23.25	32.00	61.50	96.00	157.50
N	37.50	41.37	56.00	101.50	165.50	273.75

2 AM non-affiliates, average 1-time rate

D	9.50	10.50	17.00	34.00	51.00	85.00

WARC, 1kw, 950kc, ABC, Katz, Hooper

D	17.00	20.00	30.00	60.00	90.00	150.00
N	30.00	35.00	46.00	92.00	138.00	230.00

WHAM, 50kw, 1180kc, NBC, Hollingbery, Hooper

D	33.00	33.00	44.00	88.00	132.00	220.00
N	60.50	60.50	88.00	176.00	264.00	440.00

WHFM (FM), Chan. 255, 98.9mc, 20kw, Hollingbery

D	3.00	3.00	6.00	12.00	18.00	30.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WHAM-TV, Chan. 6, 8.65kw-aur.; 16.7kw-vis., Hollingbery

D	30.00	30.00	50.00	80.00	120.00	200.00
N	45.00	45.00	75.00	120.00	180.00	300.00

WHEC, 5kw, 1460kc, CBS, McKinney, Hooper, BMB

D	17.00	20.00	30.00	50.00	90.00	140.00
N	30.00	35.00	50.00	90.00	140.00	225.00

(Continued on page 150)

For Facts on the Syracuse Market
Contact
HEADLEY-REED
Representatives of
Radio Station
WSYR

New York State Has Never Been Covered Like This... If

You Want to Reach

1. the folks on the farm
2. the folks in the city and on the farms who like and are getting fine music

RURAL RADIO FM NETWORK

BY DAY . . . Rural Radio Network serves the rich agricultural market with tailored programs designed to make money for the men who operate the state's largest industry, the New York farm:

Weather—By keeping tuned to RRN weather roundups, farmers can judge how soon a weather change is likely to reach their farms. They plan their work accordingly.

Markets—Farmers plan their marketing by listening to Rural Radio Network's five daily market reports.

Agriculture—Programs originate at the fountainhead of agricultural information—Ithaca, New York.

Special Events—Rural Radio Network takes its microphones wherever farmers gather.

BY NIGHT . . . Rural Radio Network continues to serve over 85% of prosperous New York with a population of more than six million. Rural Radio Network is now duplicating WQXR night-time and Sundays music and news by FM radio relay, *(adding thousands of city listeners along the heavily-populated line from Poughkeepsie through Albany, Utica, Syracuse and Rochester to Buffalo.)*

Serving a Rich Market and Serving it Well

RURAL RADIO NETWORK

(Owned by ten major farm organizations representing over 140,000 farm families.)

Worth investigating. **Do it today!** **Write or call.**

Michael R. Hanna, General Manager

118 North Tioga Street — Ithaca, New York—3341

NEW YORK

SPOT RATE FINDER

(Continued from page 148)

WRNY, 250w-D, 680kc, Forjoe

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	10.00	20.00	30.00	50.00

WRNY-FM, Chan. 250, 97.9mc, 7.9kw, Forjoe. Bonus

WSAY, 1kw, 1370kc, Walker, Hooper

D	15.00	15.00	24.00	48.00	72.00	120.00
N	25.00	25.00	40.00	80.00	120.00	200.00

WVET, 5kw, 1280kc, MBS, Weed, Hooper

D	17.00	20.00	24.00	48.00	72.00	120.00
N	30.00	35.00	40.00	80.00	120.00	200.00

ROME-UTICA, Oneida, 62,098 fam., 95.6%, 59,365 radio fam.
WKAL, 250w, 1450kc, MBS, Cooke, Hooper (See Utica Listing)

SARANAC LAKE, Essex, 9,708 fam., 95.4% radio, 9,261 radio fam.
WNBZ, 250w, 1450kc, ABC, Clark

D	4.00	5.00	10.00	20.00	30.00	50.00
N	6.00	8.00	15.00	30.00	45.00	75.00

SCHENECTADY, Schenectady, 39,837 fam., 97.4% radio, 38,801 radio fam.
WBCA (FM), Chan. 266, 101.1mc, 3.5kw

D	2.50	2.50	5.00	10.00	15.00	25.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WGY, 50kw, 810kc, NBC, NBC Spot Sales, Hooper

D	35.00	35.00	44.00	88.00	132.00	220.00
N	70.00	70.00	88.00	176.00	264.00	440.00

WGFM(FM), Chan. 258, 99.5mc, 6kw (No time sold or offered for sale)
WRGB(TV), Chan. 4, 9.12kw-aur.; 18.25kw-vis., NBC Spot Sales

D	30.00	30.00	43.75	70.00	105.00	175.00
N	60.00	60.00	87.50	140.00	210.00	350.00

WSNY, 250w, 1240kc, Young

D	6.00	8.00	15.00	30.00	45.00	75.00
N	9.00	12.00	20.00	30.00	45.00	75.00

SCRIBA, Oswego, 21,501 fam., 94.8% radio, 20,382 radio fam.
WOPT, 1kw-D, 1220kc
(No rates available)

SYRACUSE, Onondaga, 95,213 fam., 94.8% radio, 92,356 radio fam.

4 AM affiliates, average 1-time rate

D	8.87	12.00	22.75	38.00	67.00	115.00
N	17.50	26.00	35.00	86.00	139.00	231.25

WAGE, 5kw-D, 1kw-N, 620kc, ABC, Petry, Hooper

D	7.50	10.00	20.00	35.00	60.00	120.00
N	13.00	18.00	35.00	70.00	120.00	240.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

* * *

WFBL, 5kw, 1390kc, CBS, Free & Peters

	SB	1M	5M	15M	30M	1 Hr
D	10.00	15.00	25.00	45.00	70.00	110.00
N	20.00	30.00	50.00	90.00	140.00	225.00

WHEN(TV), Chan. 8, 13.4kw-aur.; 27.6kw-vis., ABC, CBS, DuMont

D	32.00	32.00	40.00	64.00	96.00	160.00
N	50.00	50.00	66.00	106.00	158.00	265.00

WNDR, 5kw, 1260kc, MBS, Rambeau

D	10.00	10.00	20.00	40.00	60.00	100.00
N	16.00	16.00	40.00	80.00	120.00	200.00

WNDR-FM, Chan. 273, 102.5mc, 8.5kw, Bonus

WOLF, 250w, 1490kc, Walker

D	6.00	6.00	12.00	24.00	45.00	75.00
N	12.00	12.00	30.00	60.00	90.00	150.00

WSYR, 5kw, 570kc, NBC, Headley-Reed, Ketchell-Carter

D	10.00	15.00	26.00	52.00	78.00	130.00
N	20.00	40.00	52.00	104.00	156.00	260.00

WSYR-FM, Chan. 233, 94.5mc, 10kw, Bonus
WSYR-TV, Chan. 5, 12.5kw-aur.; 23.6kw-vis., NBC, Headley-Reed

D	27.00	36.00	45.00	72.00	108.00	180.00
N	45.00	60.00	75.00	120.00	180.00	300.00

TROY, Rensselaer, 36,778 fam., 96.3% radio, 35,417 radio fam.

WFLY(FM), Chan. 222, 92.3mc, 5.4kw						
D	1.88	2.81	3.75	7.50	11.25	18.75
N	2.50	3.75	5.00	10.00	15.00	25.00

WHAZ, 1kw, 1330kc
(No rates available)

WTRY, 5kw, 980kc, CBS, Headley-Reed, Hooper						
D	12.75	16.00	25.00	50.00	75.00	125.00
N	24.00	30.00	45.00	90.00	135.00	225.00

WTRI (FM), Chan. 274, 102.7mc, 3.5kw, Headley-Reed, Bonus

UTICA-ROME, Oneida, 62,098 fam., 95.6% radio, 59,365 radio fam.

3 AM affiliates, average 1-time rate

D	11.83	13.33	20.66	33.00	45.33	86.66
N	16.16	17.50	29.33	52.00	78.00	130.00

WGAT, 1kw-D, 500w-N, 1310kc, Bolling

D	6.00	6.00	18.00	25.00	35.00	65.00
N	9.50	9.50	25.00	35.00	70.00	125.00

WIBX, 5kw, 950kc, CBS, Colton, Ra-Tel, Bannan, Biddick, Stovin, Hooper

D	14.50	17.00	25.00	40.00	60.00	100.00
N	20.50	22.50	35.00	60.00	90.00	150.00

WIBX-FM, Chan. 245, 96.9mc, 9kw, Bonus
WKAL(Rome), 250w, 1450kc, MBS, Cooke, Hooper

D	6.00	8.00	12.00	24.00	36.00	60.00
N	8.00	10.00	18.00	36.00	54.00	90.00

WKTV(TV), Chan. 13, 11.3kw-aur.; 13kw-vis., Cooke, ABC, CBS, NBC, DuMont

D	20.00	20.00	35.00	40.00	60.00	100.00
N	24.00	24.00	37.50	60.00	90.00	150.00

* * *

MARKET INDICATORS FOR NEW YORK

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	14,743,210	'50	13,479,142	'40
% of U.S.	9.84%	'50	10.42%	'40
Families	4,118,215	'50	3,685,380	'40
Percent Radio	96.8%	'49	97.6%	'46
Radio Families	3,986,432	'50	3,667,000	'46
Retail Sales	$13,365,097,000	'49	14,579,879,000	'48
Retail Trade Employes	760,587	'48	587,180	'39
Wholesale Sales Volume	$41,764,878,000	'48	14,508,500,000	'39
Wholesale Trade Employes	381,395	'48	300,324	'39
Employment (Mid-March)	4,653,388	'48	4,590,015	'47
Taxable Payrolls (1st quarter)	$ 3,350,772,000	'48	3,109,156,000	'47
Income	$27,378,000,000	'48	11,830,000,000	'40
Percent distribution	13.29%	'48	15.60%	'40
Per Capita Income	$1,891	'48	863	'40
Percent of national per capita income	134%	'48	150%	'40
New Construction (Private)	$1,026,100,000	'49	495,400,000	'39
Residential	$ 530,300,000	'49	320,100,000	'39
Non-Residential	$ 306,900,000	'49	113,000,000	'39
Value added by Manufacture	$9,666,588,000	'47	3,313,649,000	'39
Automobile Registration	3,437,439	'49	3,195,072	'48
Telephones	4,842,500	'49	3,359,300	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

* * *

WRUN, 5kw-D, 1kw-N, 1150kc, ABC, Avery-Knodel, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	15.00	15.00	25.00	40.00	60.00	100.00
N	20.00	20.00	35.00	60.00	90.00	150.00

WRUN-FM, Chan. 289, 105.7mc, 4.3kw, Avery-Knodel

N		10.00	16.00	24.00	40.00	

WATERTOWN, Jefferson, 23,818 fam., 94.5% radio, 22,508 radio fam.

2 AM affiliates, average 1-time rate

D	5.00	7.00	13.00	26.00	42.00	70.00
N	8.00	11.00	22.00	44.00	66.00	110.00

WATN, 250w, 1240kc, MBS, Wood & Colton

D	6.00	6.00	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WWNY, 1kw, 790kc, CBS, Weed, BMB

D	4.00	8.00	14.00	28.00	48.00	80.00
N	6.00	12.00	24.00	48.00	72.00	120.00

* * *

WWNY-FM, Chan. 263, 100.5mc, 14.4kw, Rural Radio, Weed

	SB	1M	5M	15M	30M	1 Hr
D			2.50	5.00	8.00	15.00
N			3.75	7.50	12.00	20.00

WETHERSFIELD, Wyoming, 9,150 fam., 94.6% radio, 8,655 radio fam.

WFNF(FM), Chan. 299, 107.7mc, 1.3kw, Rural Radio (For rates see Rural Radio Network listing)

WHITE PLAINS, Westchester, 174,038 fam., 98.0% radio, 170,557 radio fam.

WFAS, 250w, 1230kc, Headley-Reed, Conlan

D	8.50	11.00	22.00	49.00	65.50	93.00
N	8.50	11.00	22.00	49.00	65.50	93.00

WFAS-FM, Chan. 280, 103.9mc, 1kw, Headley-Reed, Bonus

* * *

NEW YORK RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Albany	238,211	221,315	66,539	64,409	96.8	276,683	289,223	61,025	39,219
Alleghany	43,636	39,681	12,188	11,749	96.4	24,766	31,092	6,474	3,646
Bronx	1,444,303	1,394,711	403,437	394,561	97.8	863,420	920,191	(1)	(1)
Broome	184,664	165,749	51,582	50,034	97.0	156,387	180,128	60,055	40,717
Cattaraugus	77,604	72,652	21,677	20,961	96.7	64,640	71,313	15,605	9,731
Cayuga	70,008	65,508	19,555	18,968	97.0	57,443	61,315	16,448	10,328
Chautauqua	133,457	123,580	37,278	36,196	97.1	97,623	130,054	36,413	23,596
Chemung	86,797	73,718	24,245	23,372	96.4	81,117	89,209	27,833	18,473
Chenango	39,468	36,454	11,024	10,726	97.3	30,739	33,017	6,248	3,371
Clinton	53,575	54,006	14,965	14,216	95.0	33,810	41,281	7,309	4,430
Columbia	43,262	41,464	12,084	11,673	96.6	30,508	35,017	6,670	3,551
Cortland	37,070	33,668	10,354	10,033	96.9	31,961	38,409	9,144	4,987
Delaware	44,182	40,989	12,341	11,847	96.0	33,826	42,047	6,031	3,517
Dutchess	136,807	120,542	38,214	36,723	96.1	114,201	131,991	27,410	17,825
Erie	891,036	798,377	248,893	243,915	98.0	752,600	854,299	265,912	185,393
Essex	34,755	34,178	9,708	9,261	95.4	25,459	24,813	5,727	3,541
Franklin	44,834	44,286	12,523	11,746	93.8	33,644	42,038	5,588	2,569
Fulton	50,951	48,597	14,232	13,648	95.9	46,877	47,469	15,564	7,959
Genesee	47,612	44,481	13,299	12,780	96.1	34,519	44,446	10,932	6,653
Greene	28,599	27,926	7,988	7,596	95.1	20,626	29,069	3,214	1,598
Hamilton	4,044	4,188	1,129	1,051	93.1	3,035	3,415	600	513
Herkimer	61,268	52,527	17,113	16,428	96.0	41,631	51,191	19,536	12,704
Jefferson	85,272	84,003	23,818	22,508	94.5	73,880	84,914	16,071	9,417
Kings	2,720,238	2,698,285	759,844	737,808	97.7	1,856,366	2,013,573	(1)	(1)
Lewis	22,447	22,815	5,270	5,843	93.2	12,029	16,055	2,595	1,718
Livingston	40,182	38,510	11,224	10,662	95.0	23,975	30,374	5,140	3,047
Madison	46,316	39,598	12,937	12,225	94.5	31,879	41,774	5,500	3,068

(Continued on page 152)

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

NO. 13 OF A SERIES

ROGERS HORNSBY In Batting,*— WHEC In Rochester

LONG TIME RECORD FOR LEADERSHIP!

*In 1924 Hornsby batted a whacking .424 as a member of the St. Louis Cardinals. This modern day major league batting record of Rogers Hornsby's *has never been topped since!*

In 1943 Rochester's first Hooperating reported the decided WHEC listener preference. This station's Hooperatings have *never been topped since!*

WHEC is Rochester's most-listened-to station and has been ever since Rochester has been Hooperated! Note WHEC's leadership morning, afternoon, evening:

	STATION WHEC	STATION B	STATION C	STATION D	STATION E	STATION F
MORNING 8:00-12:00 Noon Monday through Fri.	43.9	17.2	9.6	6.6	17.8	3.1
AFTERNOON 12:00-6:00 P.M. Monday through Fri.	38.2	24.8	7.9	15.2	9.6	2.8
EVENING 6:00-10:30 P.M. Sunday through Sat.	40.6	27.7	8.0	9.6	12.9	Station Broadcasts till Sunset Only

WINTER-SPRING 1949-1950
HOOPERATING

BUY WHERE THEY'RE LISTENING:—

Member GANNETT RADIO GROUP

CBS

WHEC of Rochester

N. Y.
5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. *New York, Chicago,* LEE F. O'CONNELL CO., *Los Angeles, San Francisco*

NEW YORK RADIO MARKET DATA BY COUNTIES

(Continued from page 150)

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Monroe	484,917	438,230	135,451	131,793	97.3	451,748	489,295	177,387	131,381
Montgomery	59,605	59,142	16,649	16,066	96.5	49,779	58,272	20,749	13,507
Nassau	665,746	406,748	185,962	182,986	98.4	494,823	602,218	80,238	52,788
New York	1,938,551	1,889,924	541,494	513,336	94.8	3,669,598	3,742,287	(1) 2,979,743	(1) 2,219,720
Niagara	189,986	160,110	53,068	51,369	96.8	153,279	171,647	57,066	41,641
Oneida	222,314	203,636	62,098	59,365	95.6	169,714	206,114	57,389	37,879
Onondaga	340,865	295,108	95,213	92,356	97.0	295,764	348,187	108,532	72,177
Ontario	59,922	55,307	16,738	16,018	95.7	42,158	54,628	10,232	6,223
Orange	150,583	140,113	42,062	40,253	95.7	131,348	158,866	29,270	16,808
Orleans	29,837	27,760	8,334	7,842	94.1	17,125	24,490	3,821	1,977
Oswego	76,974	71,275	21,501	20,382	94.8	49,106	58,894	14,119	8,855
Otsego	50,991	46,082	14,243	13,331	93.6	39,552	48,922	6,086	2,956
Putnam	19,334	16,555	5,400	5,205	96.4	17,605	23,044	1,627	884
Queens	1,546,316	1,297,634	431,932	425,884	98.6	1,174,539	1,194,890	(1)	(1)
Rensselaer	131,666	121,834	36,778	35,417	96.3	97,391	123,584	29,329	17,783
Richmond	191,015	174,441	53,356	51,808	97.1	134,342	129,071	(1)	(1)
Rockland	89,109	74,261	24,890	24,068	96.7	51,135	63,674	13,881	8,977
St. Lawrence	97,724	91,098	27,297	25,277	92.6	59,730	76,599	10,943	6,132
Saratoga	75,154	65,606	20,992	20,047	95.5	44,878	59,386	11,857	6,787
Schenectady	142,618	122,494	39,837	38,801	97.4	125,953	148,733	57,904	45,828
Schoharie	22,830	20,812	6,377	5,879	92.2	13,796	19,711	2,010	997
Schuyler	14,092	12,979	3,936	3,668	93.2	7,474	11,330	1,888	1,133
Seneca	29,211	25,732	8,159	7,685	94.2	12,111	17,870	3,340	1,972
Steuben	91,236	84,927	25,484	24,005	94.2	57,983	75,537	18,829	11,792
Suffolk	272,359	197,355	76,078	73,947	97.2	174,589	255,105	25,187	14,054
Sullivan	40,634	37,901	11,350	10,691	94.2	40,607	58,152	5,232	2,695
Tioga	30,087	27,072	8,404	7,782	92.6	17,605	23,824	5,333	2,714
Tompkins	59,186	42,340	16,532	15,821	95.7	43,427	51,675	11,687	7,105
Ulster	92,659	87,017	25,882	24,484	94.6	71,202	88,022	15,442	8,089
Warren	39,033	36,035	10,903	10,412	95.5	46,855	54,038	11,034	6,886
Washington	47,054	46,726	13,143	12,262	93.3	23,762	31,320	6,834	3,889
Wayne	56,879	52,747	15,887	15,076	94.9	36,448	49,103	6,928	3,947
Westchester	623,057	573,558	174,038	170,557	98.0	667,363	640,266	115,464	76,768
Wyoming	32,758	31,394	9,150	8,655	94.6	18,795	25,759	4,807	2,472
Yates	17,596	16,381	4,915	4,625	94.1	9,869	17,649	2,266	1,136

(1) Includes Bronx, Kings, New York, Queens and Richmond Counties.

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

the *Long Island* story

IN LONG ISLAND'S NASSAU COUNTY—WHERE RETAIL SALES EXCEED $1,680,000 A DAY—**WHLI DELIVERS 1,000 BMB HOMES FOR 27c A THOUSAND**

- ***Among the Counties of the United States, Nassau County is*** **2nd in Net Income Per Family, 18th in Total Net Income, 24th in Food Store Sales, 36th in Population and 40th in Retail Sales.**

DATA SOURCES:

Standard Rate & Data Consumer Markets 1950-51

BMB Study #2—

1-minute announcement rate, maximum discounts—

Sales Management's 1950 Survey of Buying Power

"THE VOICE OF LONG ISLAND"

WHLI 1100 on your dial

WHLI-FM 98.3 MC

HEMPSTEAD, LONG ISLAND, N.Y.

ELIAS I. GODOFSKY, *President*

Represented by RAMBEAU

NORTH CAROLINA

SPOT RATE FINDER

ANOSKI, Hertford, 6,155 fam., 84.8% radio, 5,219 radio fam.

WRCS, 1kw-D, 970kc

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	24.00	36.00	60.00

ALBEMARLE, Stanly, 10,357 fam., 91.9% radio, 9,518 radio fam.

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

* * *

WABZ, 1kw-D, 1010kc

	SB	1M	5M	15M	30M	1 Hr
D	3.00	5.00	10.00	20.00	30.00	50.00

ASHEBORO, Randolph, 14,138 fam., 90.1% radio, 12,738 radio fam.

WGWR, 1kw-D, 1260kc, BMB

D	5.00	5.00	10.00	20.00	30.00	50.00

WGWR-FM, Chan. 222, 92.3mc, 10kw, Bonus daytime only.

N	2.00	3.00	5.00	6.00	10.50	15.00

ASHEVILLE, Buncombe, 31,524 fam., 89.8% radio, 28,308 radio fam.

* * *

3 AM affiliates, average 1-time rate.

	SB	1M	5M	15M	30M	1 Hr
D	7.75	7.16	12.33	22.50	36.33	60.66
N	11.75	10.50	18.00	39.00	61.00	101.66

WISE, 250w, 1230kc, NBC, Avery-Knodel

D	6.00	10.00	18.00	28.00	47.00	
N	8.00	16.00	32.00	48.00	80.00	

WLOS, 5kw-D, 1kw-N, 1380kc, ABC, Taylor, Keenan & Eickleberg

D	7.00	7.00	12.00	22.00	36.00	60.00
N	10.00	10.00	18.00	40.00	60.00	100.00

WLOS-FM Chan. 282 104.3mc, 9.2kw, Bonus

WSKY, 250w, 1490kc, Rambeau

D	5.00	8.00	16.50	22.00	36.00
N	6.00	11.00	24.00	36.00	60.00

* * *

WWNC, 5kw, 570kc, CBS, MBS, Headley-Reed, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	8.50	8.50	15.00	27.50	45.00	75.00
N	13.50	13.50	20.00	45.00	75.00	125.00

BREVARD, Transylvania, 4,279 fam., 87.4% radio, 3,739 radio fam.

WPNF, 250w, 1240kc
(No rates available)

BURLINGTON, Alamance, 19,842 fam., 92.4% radio, 18,334 radio fam.

WBBB, 1kw-D, 920kc, MBS, McGillvra, Gene Grant

D	5.25	7.00	14.00	28.00	43.00	70.00

WBBB-FM, Chan. 267, 101.1mc, 34kw, McGillvra, Bonus daytime only.

N	3.00	3.50	7.00	14.00	21.00	35.00

WFNS, 1kw-D, 1150kc

D	4.50	5.25	10.00	18.00	30.00	52.50

WFNS-FM, Chan. 230, 93.9mc, 2kw, Bonus

(Continued on page 154)

* * *

No. 1 Market in the South's No. 1 State!

NORTH CAROLINA'S GOLDEN TRIANGLE

Winston-Salem — Greensboro — High Point

Population	**320,000**
Families	**84,200**
Retail Sales	**$272,388,000**
Effective Buying Income	**$420,500,000**

Cover This Rich Market at One Low Cost!
On the One Dominant Station in the Area!

National Broadcasting Company Affiliate

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

Represented by Headley-Reed Company

NORTH CAROLINA

SPOT RATE FINDER

(Continued from page 152)

CHARLOTTE, Mecklenburg, 54,794 fam., 89.2% radio, 48,876 radio fam.

3 AM affiliates, average 1-time rate.

	SB	1M	5M	15M	30M	1 Hr
D	18.96	20.63	33.45	52.73	79.10	131.83
N	32.13	35.46	62.50	96.66	146.66	241.66

WAYS, 5kw-D, 1kw-N, 610kc, ABC, MBS, Avery-Knodel

D	14.40	14.40	21.60	43.20	64.80	108.00
N	14.40	14.40	36.00	72.00	108.00	180.00

WAYS-FM, Chan. 299, 107.7mc, 7.7kw, Bonus

WBT, 50kw, 1110kc, CBS, Radio Sales, Hooper, BMB

D	35.00	40.00	63.75	85.00	127.50	212.50
N	70.00	80.00	127.50	170.00	255.00	425.00

WBT-FM, Chan. 260, 99.9mc, 54.6kw, Radio Sales

D	2.50	4.00	7.50	14.50	21.50	36.00
N	3.00	4.80	10.00	19.00	28.00	48.00

WBTV Chan. 3, 8.2kw-aur.; 16.3kw-vis., Radio Sales, CBS, NBC, ABC, DuMont

D	27.00	27.00	40.50	54.00	81.00	135.00
N	45.00	45.00	67.50	90.00	135.00	225.00

WGIV, 1kw-D, 1600kc, Forjoe, Conlan, Hooper

D	6.00	6.00	12.00	24.00	36.00	60.00

WIST(FM), Chan. 284, 104.7mc, 50kw

D	7.50	10.00	16.00	32.00	48.00	80.00
N	9.50	12.50	20.00	40.00	60.00	100.00

WSOC, 250w, 1240kc, NBC, Headley-Reed, BMB

D	7.50	7.50	15.00	30.00	45.00	75.00
N	12.00	12.00	24.00	48.00	77.00	120.00

WSOC-FM, Chan. 276, 103.5mc, 38kw, Headley-Reed, Bonus

CLINTON, Sampson, 13,899 fam., 81.6% radio, 11,341 radio fam.

WRRZ, 1kw-D, 880kc, ABC, Walker, BMB

D	6.00	6.00	12.00	24.00	36.00	60.00

CONCORD, Cabarrus, 17,851 fam., 93.7% radio 16,726 radio fam.

WEGO, 1kw-D, 1410kc, Clark

D	4.00	6.00	7.50	17.50	30.00	50.00

DUNN, Harnett, 13,305 fam., 85.9% radio, 11,428 radio fam.

WCKB, 1kw-D, 780kc

D	4.00	5.00	10.00	25.00	40.00	60.00

DURHAM, Durham, 28,112 fam., 90.1% radio, 25,328 radio fam.

3 AM affiliates, average 1-time rate.

D	7.00	7.33	12.50	22.66	37.00	60.00
N	10.00	10.33	20.00	36.66	55.00	91.66

WDNC 5kw-D 1kw-N 620kc, CBS, Raymer

D	10.00	10.00	15.00	30.00	45.00	75.00
N	15.00	15.00	25.00	50.00	75.00	125.00

WDNC-FM, Chan. 286, 105.1mc, 36kw, Raymer, Bonus

WDUK, 1kw-D, 500w-N, 1310kc, ABC, Weed, Hooper

D	7.00	7.00		18.00	30.00	45.00
N	10.00	10.00		30.00	45.00	75.00

WSSB, 250w, 1490kc, MBS, Cooke

D	4.00	5.00	10.00	20.00	36.00	60.00
N	5.00	6.00	15.00	30.00	45.00	75.00

WTIK, 1kw-D, 730kc, Pearson, Hooper

D	5.75	5.75	10.00	22.50	40.00	75.00

ELIZABETH CITY, Pasquotank, 6,743 fam., 86.0% radio, 5,798 radio fam.

WCNC, 250w, 1240kc, MBS, Burn-Smith

D	4.20	5.20	8.75	20.00	37.35	65.00
N	4.20	5.20	8.75	20.00	37.35	65.00

WGAI, 1kw-D, 500w-N, 560kc, Sears-Ayer

D	4.50	5.50	12.00	24.00	36.00	60.00
N	4.50	5.50	12.00	24.00	36.00	60.00

ELKIN, Surry, 12,757 fam., 88.4% radio, 11,277 radio fam.

WIFM(FM), Chan. 265, 100.9mc, 0.35kw

D	1.50	1.50	3.00	7.00	12.00	20.00
N	2.00	2.00	4.00	10.00	18.00	30.00

FAYETTEVILLE, Cumberland, 23,154 fam., 83.4% radio, 19,310 radio fam.

2 AM affiliates, average 1-time rate.

D	3.75	4.25	8.50	20.45	33.60	54.00
N	4.50	5.00	9.00	20.95	36.60	63.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

For Facts on the Asheville Market
Contact
HEADLEY-REED
Representatives of Radio Station
WWNC

WFLB, 250w, 1490kc, ABC, Burn-Smith

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.00	7.00	15.00	24.00	36.00
N	4.50	5.50	8.00	16.00	30.00	54.00

WFNC 250w, 1450kc, MBS, Walker

D	4.50	4.50	10.00	25.90	43.20	72.00
N	4.50	4.50	10.00	25.90	43.20	72.00

WFNC-FM, Chan. 251, 98.1mc, 12kw, Bonus

WWNF, 250w, 1230kc, Friedenberg

D	4.00	6.00	7.50	17.50	30.00	50.00
N	4.00	6.00	7.50	17.50	30.00	50.00

FOREST CITY, Rutherford, 12,920 fam., 88.7% radio, 11,460 radio fam.

WBBO, 1kw-D, 780kc

D		5.00	10.00	22.00	36.00	60.00

WBBO-FM, Chan. 227, 93.3mc, 1.5kw, Bonus daytime only.

N		2.50	5.00	11.00	18.00	30.00

FUQUAY SPRINGS, Wake, 37,946 fam., 89.9% radio, 34,113 radio fam.

WFVG, 1kw-D, 1460kc, Grant

D	1.00	6.00	12.00	27.00	45.00	75.00

GASTONIA, Gaston, 30,923 fam., 91.8% radio, 28,387 radio fam.

WGNC, 250w, 1450kc, ABC, Continental

D	3.50	3.50	5.50	15.00	25.00	45.00
N	4.00	4.00	6.50	20.00	30.00	50.00

WGNC-FM, Chan. 270, 101.9mc, 11.1kw, Bonus

WLTC, 1kw-D, 1370kc, Clark

D	3.50	5.20	10.40	20.80	31.20	52.00

GOLDSBORO, Wayne, 17,925 fam., 84.2% radio, 15,092 radio fam.

WGBR, 250w, 1400kc, ABC, Forjoe

D	5.00	5.00	11.00	22.00	33.00	55.00
N	5.00	5.00	11.00	22.00	33.00	55.00

WEQR(FM), Chan. 227, 93.3mc, 35kw

D.	5.00	5.00	11.00	22.00	33.00	55.00
N.	5.00	5.00	11.00	22.00	33.00	55.00

GREENSBORO, Guilford, 53,107 fam., 90.8% radio, 48,221 radio fam.

3 AM affiliates, average 1-time rate

D	6.75	6.83	14.33	29.00	42.66	71.66
N	10.50	10.33	20.66	62.50	63.33	105.00

WBIG, 5kw, 1470kc, CBS, Hollingbery, BMB, Hooper

D	8.50	8.50	17.00	35.00	50.00	85.00
N	14.00	14.00	27.00	55.00	85.00	140.00

WCOG, 1kw, 1320kc, ABC, Avery-Knodel, Hooper

D		7.00	14.00	28.00	42.00	70.00
N		10.00	20.00	40.00	60.00	100.00

WFMY, Chan. 247, 97.3mc, 33kw

D	1.50	1.50	3.10	6.25	8.75	13.75
N	2.00	2.00	4.00	8.00	12.00	20.00

WFMY-TV, Chan. 2, 0.84kw-aur.; 1.67kw-vis., CBS, ABC, NBC, DuMont, Harrington, Righter & Parsons

D	18.00	18.00	27.00	48.00	72.00	120.00
N	30.00	30.00	45.00	80.00	120.00	200.00

WGBG, 250w, 1400kc, MBS, Burn-Smith

D	5.00	5.00	12.00	24.00	36.00	60.00
N	7.00	7.00	15.00	30.00	45.00	75.00

WGBG-FM, Chan. 262, 100.3mc, 37kw, Burn-Smith, Bonus

GREENVILLE, Pitt, 17,812 fam., 84.2% radio, 14,997 radio fam.

WGTC, 250w, 1490kc, MBS

D		3.50	5.94	16.20	27.00	45.00
N		4.00	7.92	21.60	36.00	60.00

HENDERSON, Vance, 8,948 fam., 84.5% radio, 7,561 radio fam.

WHNC, 1kw-D, 890kc, MBS, McKinney

D	5.25	6.25	12.50	25.00	37.50	56.25

WHNC-FM, Chan. 223, 92.5mc, 10kw, Bonus

HENDERSONVILLE, Henderson, 8,615 fam., 88.6% radio, 7,632 radio fam.

WHKP, 250w, 1450kc, MBS, Continental

D	3.96	3.96	7.20	14.40	21.60	36.00
N	3.96	3.96	7.20	14.40	21.60	36.00

HICKORY, Catawba, 17,798 fam., 92.0% radio, 15,822 radio fam.

WHKY, 5kw-D, 1kw-N, 1290kc, ABC, Dodson, BMB, Hooper

D	5.00	6.80	13.40	26.80	40.20	67.00
N	5.00	6.80	13.40	26.80	40.20	67.00

WHKY-FM, Chan. 275, 102.9mc, 210kw, Dodson, Bonus

WIRC, 1kw-D, 630kc, McGillvra

D	3.50	5.00	10.00	20.00	30.00	50.00

HIGH POINT, Guilford, 53,107 fam., 90.8% radio, 48,221 radio fam.

WHPE, 1kw-D, 1070kc

D	3.75	4.50	12.00	24.00	36.00	60.00

WHPE-FM, Chan. 238, 95.5mc, 37kw, Bonus days only.

N	1.88	2.25	6.00	12.00	18.00	30.00

WMFR, 250w, 1230kc, ABC, Burn-Smith, Conlan

D	4.00	4.00	12.00	24.00	36.00	60.00
N	4.00	4.00	12.00	24.00	36.00	60.00

WMFR-FM, Chan. 258, 99.5mc, 38kw, Burn-Smith, Bonus

MARKET INDICATORS FOR NORTH CAROLINA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	4,034,858	'50	3,571,623	'40
% of U.S.	2.69%	'50	2.71%	'40
Families	1,127,055	'50	794,860	'40
Percent Radio	87.1%	'49	78.3%	'46
Radio Families	981,664	'50	640,000	'46
Retail Sales	$2,130,425,000	'49	2,223,378,000	'48
Retail Trade Employes	130,257	'48	85,147	'29
Wholesale Sales Volume	$3,073,911,000	'48	831,300,000	'29
Wholesale Trade Employes	42,367	'48	43,972	'29
Employment (Mid-March)	728,546	'48	681,047	'47
Taxable Payrolls (1st quarter)	$ 367,560,000	'48	313,540,000	'47
Income	$3,531,000,000	'48	1,131,000,000	'40
Percent distribution	1.71%	'48	1.49%	'40
Per Capita Income	$930	'48	316	'40
Percent of national per capita income	66%	'48	55%	'40
New Construction (Private)	$ 215,400,000	'47	67,700,000	'29
Residential	$ 108,500,000	'47	35,900,000	'29
Non-Residential	$ 60,900,000	'48	15,700,000	'29
Value added by Manufacture	$1,646,673,000	'47	544,181,000	'29
Automobile Registration	921,498	'49	848,357	'48
Telephones	436,700	'49	283,100	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

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JACKSONVILLE, Onslow, 11,690 fam., 84.0% radio, 9,819 radio fam.

WJNC, 250w, 1240kc, MBS, Crossley

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	9.00	18.00	27.00	45.00
N	4.50	4.50	9.00	18.00	27.00	45.00

KANNAPOLIS, Cabarrus, 17,851 fam., 93.7% radio, 16,726 radio fam.

WGTL, 1kw-D, 870kc

D	2.94	4.20	8.40	16.80	29.40	42.00
N	4.20	6.00	12.00	24.00	42.00	60.00

KINSTON, Lenoir, 12,824 fam., 85.5% radio, 10,964 radio fam.

WELS, 1kw-D, 1010kc
(No rates available)

WFTC, 250w, 1230kc, ABC, Burn-Smith

D	5.00	5.00	10.00	20.00	30.00	50.00
N	5.00	5.00	10.00	20.00	30.00	50.00

LAURINBURG, Scotland, 6,975 fam., 81.8% radio, 5,705 radio fam.

WEWO, 1kw-D, 1080kc, BMB

D	5.00	5.00	10.00	25.00	40.00	60.00

LEAKSVILLE, Rockingham, 18,146 fam., 90.1% radio, 16,349 radio fam.

WLOE, 250w, 1490kc, MBS

D	3.00	4.00	8.00	16.00	24.00	40.00
N	3.00	4.00	8.00	16.00	24.00	40.00

WLOE-FM, Chan. 224, 92.7mc, 0.82kw Bonus

LENOIR, Caldwell, 12,060 fam., 88.1% radio, 10,624 radio fam.

WJRI, 250w, 1340kc, MBS

D	4.00	4.00	9.00	18.00	30.00	50.00
N	4.00	4.00	9.00	18.00	30.00	50.00

LEXINGTON, Davidson, 17,381 fam., 91.0% radio, 15,816 radio fam.

WBUY, 250w, 1450kc, Continental

D	2.80	4.00	8.00	16.00	24.00	40.00
N	3.75	5.00	10.00	20.00	30.00	50.00

WBUY-FM, Chan. 232, 94.3mc, 305w, Bonus

LUMBERTON, Robeson, 24,785 fam., 82.6% radio, 20,472 radio fam.

WTSB, 250w, 1340kc, MBS, Continental

D	5.00	5.00	11.00	22.00	33.00	55.00
N	5.00	5.00	11.00	22.00	33.00	55.00

MADISON-MAYODAN, Rockingham, 18,146 fam., 90.1% radio, 16,349 radio fam.

WFMB(FM) Chan. 228, 93.5mc, 0.38kw, LBS

D	0.75	1.50	3.00	7.00	10.00	17.00
N	0.75	1.50	3.00	7.00	10.00	17.00

MARION, McDowell, 7,190 fam., 87.0% radio, 6,255 radio fam.

WBRM, 1kw-D, 1250kc

D		3.60	7.80	18.00	28.80	48.00

MONROE, Union, 11,728 fam., 86.5% radio, 10,144 radio fam.

WMAP, 250w-D, 1060kc, LBS

D	2.50	3.35	5.00	10.00	18.00	30.00

MOREHEAD CITY, Carteret, 6,410 fam., 83.8% radio, 5,371 radio fam.

WMBL, 1kw-D, 740kc, McGillvra

D	4.50	4.50	15.35	28.10	42.45	70.40

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MORGANTON, Burke, 12,603 fam., 90.0% radio, 11,342 radio fam.

WMNC, 250w, 1490kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.00	6.00	12.00	18.00	30.00
N	3.00	4.00	6.00	12.00	18.00	30.00

MT. AIRY, Surry, 12,757 fam., 88.4% radio, 11,277 radio fam.

WPAQ, 1kw-D, 740kc, Clark

D	2.00	6.30	12.00	24.00	36.00	60.00

NEW BERN, Craven, 13,597 fam., 81.2% radio, 11,040 radio fam.

WHIT, 250w, 1450kc, MBS, Pearson

D	5.50	5.50	18.00	36.00	54.00	90.00
N	5.50	5.50	18.00	36.00	54.00	90.00

NEWTON, Catawba, 17,198 fam., 92.0% radio, 15,822 radio fam.

WNNC, 250w, 1230kc, MBS, Continental

D	2.00	3.60	5.50	15.00	25.00	45.00
N	2.50	4.00	6.50	20.00	30.00	50.00

NORTH WILKESBORO, Wilkes, 12,626 fam., 82.8% radio, 10,454 radio fam.

WKBC, 1kw-D, 810kc, BMB

D		6.40	14.00	22.00	36.00	60.00

OXFORD, Granville, 8,904 fam., 83.1% radio, 7,399 radio fam.

WOXF, 250w, 1340kc

D	0.75	3.50	8.00	15.00	20.00	32.00
N	0.75	6.00	10.00	20.00	32.00	48.00

RALEIGH, Wake, 37,946 fam., 89.9% radio, 34,113 radio fam.

3 AM affiliates, average 1-time rate

D	11.25	12.91	18.66	37.33	56.00	91.66
N	20.16	23.50	32.66	65.00	99.00	164.00

WNAO, 5kw, 850kc, ABC, Weed

D	8.75	8.75	14.00	28.00	42.00	70.00
N	12.50	12.50	20.00	40.00	60.00	100.00

WNAO-FM, Chan. 241, 96.1mc, 25kw, Weed, Bonus

WPTF, 50kw, 680kc, NBC, Free & Peters, BMB, Hooper

D	20.00	25.00	32.00	64.00	96.00	160.00
N	40.00	50.00	64.00	128.00	192.00	320.00

WPTF-FM, Chan. 234, 94.7mc, 15kw, Bonus

WRAL, 250w, 1240kc, MBS, Pearson

D	5.00	5.00	10.00	20.00	30.00	45.00
N	8.00	8.00	14.00	27.00	45.00	72.00

WRAL-FM, Chan. 268, 101.5mc, 54kw, Bonus

REIDSVILLE, Rockingham, 18,146 fam., 90.1% radio, 16,349 radio fam.

WFRC, 1kw, 1600kc

D	4.00	6.00	10.00	25.00	40.00	75.00
N	4.00	6.00	10.00	25.00	40.00	75.00

WREV (FM), Chan. 271, 102.1mc, 1.6 kw

D	1.00	1.50	2.50	5.00	9.50	18.00
N	1.00	1.50	2.50	5.00	9.50	18.00

(Continued on page 156)

For Facts on the Charlotte Market
Contact
HEADLEY-REED
Representatives of Radio Station
WSOC

XUM

No need to settle for circulation that's only pocket-size. Use 50,000-watt WBT, the biggest single advertising medium in North and South Carolina combined ...reaching 512,380 families each week*— *nearly four times the Carolinas circulation of the largest national magazine or the largest newspaper:*

128,772...Carolina circulation of the largest national magazine.*

141,575...circulation of the largest Carolina newspaper.†

Try WBT for size!

THE CAROLINAS' BIGGEST ADVERTISING MEDIUM

WBT

Jefferson Standard Broadcasting Company
50,000 watts
Charlotte, N. C.
Represented by Radio Sales

*BMB daytime, 1949; does not include WBT circulation in Ga., Tenn., Va., W. Va., Md.
†Source on request, 1949.
‡ABC first quarter, 1949.

NORTH CAROLINA

SPOT RATE FINDER

(Continued from page 154)

ROANOKE RAPIDS, Halifax, 16,333 fam., 83.4% radio, 13,621 radio fam.
WCBT, 250w, 1230kc, MBS, KBS

D	4.20	4.20	8.75	20.00	37.35	65.00
N	4.20	4.20	8.75	20.00	37.35	65.00

WCBT-FM, Chan. 254, 98.5mc, 16kw, Bonus

ROCKINGHAM, Richmond, 11,008 fam., 86.6% radio, 9,532 radio fam.
WAYN, 1kw-D, 900kc

D	4.00	6.00	7.50	15.00	27.50	50.00

ROCKY MOUNT, Nash, 16,731 fam., 84.5% radio, 14,137 radio fam.
WCEC, 1kw-D, 810kc, Ra-Tel

D	4.50	6.00	12.00	27.00	45.00	75.00

WFMA (FM), Chan. 264, 100.7mc, 33kw, RaTel

D	3.00	4.00	8.00	18.00	30.00	50.00
N	3.00	4.00	8.00	18.00	30.00	50.00

WEED, 250w, 1450kc, ABC

D	3.00	4.00	10.00	20.00	32.00	54.00
N	3.00	4.00	10.00	20.00	32.00	54.00

WEED-FM, Chan. 221, 92.1mc, 0.25kw, Bonus

ROXBORO, Person, 6,741 fam., 84.2% radio, 5,675 radio fam.
WRXO, 1kw-D, 1430kc, Schepp-Reiner

D	6.50	17.50	30.00	52.50	93.75

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

For Facts on the Winston-Salem Market
Contact
HEADLEY-REED
Representatives of Radio Station
WSJS

* * *

SALISBURY, Rowan, 21,016 fam., 92.9% radio, 19,523 radio fam.
WSAT, 1kw-D, 1280kc, Dodson

D	7.50	7.50	15.00	30.00	45.00	75.00

WSTP, 250w, 1490kc, MBS, Burn-Smith, Crossley

D	5.00	5.00	10.00	20.00	30.00	50.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WSTP-FM, Chan. 293, 106.5mc, 27kw Bonus all AM programs. Individual FM rates on request.

SANFORD, Lee, 6,551 fam., 89.5% radio, 5,863 radio fam.
WWGP, 1kw-D, 1050kc

D	4.00	6.00	12.00	24.00	36.00	60.00

WWGP-FM, Chan. 288, 105.5mc
(No data available)

SHELBY, Cleveland, 17,965 fam., 87.6% radio, 15,737 radio fam.
WOHS, 250w-D, 730kc, MBS

D	5.00	5.00	10.00	20.00	30.00	50.00

WOHS-FM, Chan. 241, 96.1mc, 2.6kw, Bonus daytime only.

N	2.50	2.50	5.00	10.00	15.00	25.00

SMITHFIELD, Johnston, 18,366 fam., 84.9% radio, 15,592 radio fam.
WMPM, 1kw-D, 1270kc
(No rates available)

SOUTHERN PINES, Moore, 9,199 fam., 86.3% radio, 7,938 radio fam.
WEEB, 1kw-D, 1360kc, MBS

D	4.00	4.00	12.00	24.00	36.00	60.00

WSTS, 1kw-D, 990kc, Cooke

D	3.50	8.00	12.00	20.00	36.00	

STATESVILLE, Iredell, 15,683 fam., 88.8% radio, 13,926 radio fam.
WSIC, 250w, 1400kc, MBS, Continental

D	5.00	5.00	10.00	20.00	30.00	50.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WSIC-FM, Chan. 289, 105.7mc, 2.4kw, Bonus

TARBORO, Edgecombe, 14,411 fam., 84.5% radio, 12,177 radio fam.
WCPS, 1kw-D, 760kc

D	3.50	5.00	10.00	18.00	35.00	65.00

THOMASVILLE, Davidson, 17,381 fam., 91.0% radio, 15,816 radio fam.

* * *

WTNC 1kw-D 790kc

D	3.00	4.00	6.00	17.00	35.00	60.00

WTNC-FM, Chan. 252, 98.3mc, 450w, Bonus daytime only.

N	1.50	1.50	5.00	10.00	20.00	36.00

WADESBORO, Anson, 7,480 fam., 83.8% radio, 6,268 radio fam.
WADE,1kw-D, 1210kc

D	3.00	4.00	8.00	15.00	27.50	50.00

WASHINGTON, Beaufort, 10,343 fam., 82.2% radio, 8,501 radio fam.
WHED, 250w, 1340kc

D	4.00	4.00	10.00	20.00	30.00	50.00
N	4.00	4.00	10.00	20.00	30.00	50.00

WRRF, 5kw-D, 930kc, ABC, Walker

D	8.00	8.00	15.00	30.00	45.00	75.00
N	8.00	8.00	15.00	30.00	45.00	75.00

WAYNESVILLE, Haywood, 10,522 fam., 86.8% radio, 9,112 radio fam.
WHCC, 250w, 1400kc, MBS

D	1.90	2.40	8.00	15.00	20.00	40.00
N	1.90	2.40	8.00	15.00	20.00	40.00

WHITEVILLE, Columbus, 14,129 fam., 82.6% radio, 11,670 radio fam.
WENC, 250w, 1240kc, MBS, Clark

D	3.50	4.50	7.50	12.50	20.00	35.00
N	3.50	4.50	7.50	12.50	20.00	35.00

WILLIAMSTON, Martin, 7,813 fam., 82.2% radio, 6,422 radio fam.
WIAM, 1kw-D, 900kc

D	4.00	4.00	15.00	20.00	30.00	50.00

WILMINGTON, New Hanover, 16,576 fam., 86.4% radio, 14,321 radio fam.

2 AM affiliates, average 1-time rate

D	5.25	7.50	13.75	23.00	31.00	51.75
N	6.80	9.05	15.15	25.80	34.50	55.25

* * *

WGNI, 250w, 1340kc, MBS, McGillvra, Canlan, BMB

D	4.50	9.00	13.50	18.00	27.00	40.5
N	4.50	9.00	13.50	18.00	27.00	40.5

WMFD, 1kw, 630kc, ABC, Burn-Smith

D	6.00	6.00	14.00	28.00	35.00	63.0
N	9.10	9.10	16.80	33.60	42.00	70.0

WMFD-FM, Chan. 242, 96.3mc, 11kw, Bonus

WILSON, Wilson, 15,038 fam., 84.1% radio, 12,646 radio fam.

WGTM, 5kw, 590kc, CBS, MBS, Weed

D	8.50	8.50	15.00	30.00	45.00	75.0
N	10.00	10.00	25.00	50.00	75.00	100.0

WVOT, 1kw-D, 500w-N, 1420kc

D	6.00	6.00	10.00	16.50	30.00	50.0
N	7.00	7.00	15.00	25.00	40.00	65.0

WINSTON-SALEM, Forsyth, 40,524 fam., 89.8% radio, 36,390 radio fam.

3 AM affiliates, average 1-time rate

D	7.33	7.33	14.00	28.33	45.00	76.6
N	11.00	11.00	21.00	42.50	65.00	110.0

WAIR, 250w, 1340kc, ABC, Walker, Canlan

D	6.00	6.00	10.00	20.00	40.00	70.0
N	8.00	8.00	15.00	30.00	45.00	80.0

WAIR-FM, Chan. 226, 93.1mc, 34kw, Walker, Bonus

WSJS, 5kw, 600kc, NBC, Headley-Reed

D	8.50	8.50	17.00	35.00	50.00	85.0
N	14.00	14.00	27.00	55.00	85.00	140.0

WSJS-FM, Chan. 281, 104.1mc, 48kw, Headley-Reed, Bonus

WTOB, 1kw-D, 710kc, MBS, Taylor, Canlan

D	7.50	7.50	15.00	30.00	45.00	75.0

* * *

NORTH CAROLINA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr 1948 $000
Alamance	71,035	57,427	19,842	18,334	92.4	49,024	46,596	23,214	12,90
Alexander	14,496	13,454	4,049	3,482	86.0	3,453	4,334	1,092	42
Alleghany	8,101	8,341	2,262	1,861	82.3	1,844	2,078	342	9
Anson	26,781	28,443	7,480	6,268	83.8	9,555	10,961	2,758	1,16
Ashe	21,866	22,664	6,107	5,081	83.2	3,855	4,760	696	27
Avery	13,332	13,561	3,724	3,102	83.3	1,743	2,499	605	14
Beaufort	37,031	36,431	10,343	8,501	82.2	17,636	21,069	3,446	1,18
Bertie	26,449	26,201	7,387	6,101	82.6	8,280	10,852	1,470	42
Bladen	29,684	27,156	8,291	6,840	82.5	8,902	10,177	2,749	1,02
Brunswick	19,227	17,125	5,370	4,398	81.9	3,286	3,146	529	14
Buncombe	112,856	108,755	31,524	28,308	89.8	101,963	91,663	28,687	14,67
Burke	45,119	38,615	12,603	11,342	90.0	17,015	16,601	10,174	4,66
Cabarrus	63,910	59,393	17,851	16,726	93.7	44,938	44,098	29,271	16,00
Caldwell	43,176	35,795	12,060	10,624	88.1	17,100	18,759	10,367	4,95
Camden	5,209	5,440	1,455	1,254	86.2	653	750	(1)254	(1,08
Carteret	22,951	18,284	6,410	5,371	83.8	9,354	9,667	2,435	99
Caswell	20,982	20,032	5,860	4,863	83.0	3,251	2,977	607	30
Catawba	61,569	51,653	17,198	15,822	92.0	34,096	35,855	20,812	9,77
Chatham	25,397	24,726	7,094	6,143	86.6	8,518	10,486	2,449	91
Cherokee	18,296	18,813	5,110	4,312	84.4	5,314	6,398	1,251	42
Chowan	12,510	11,572	3,494	2,833	81.1	5,431	5,501	1,503	61
Clay	6,011	6,405	1,679	1,403	83.6	536	624	252	7
Cleveland	64,316	58,055	17,965	15,737	87.6	28,633	32,462	14,471	7,40
Columbus	50,585	45,663	14,129	11,670	82.6	20,535	21,551	3,274	1,20
Craven	48,680	31,298	13,597	11,040	81.2	23,161	24,100	4,575	1,86
Cumberland	82,892	59,320	23,154	19,310	83.4	39,461	52,125	9,758	4,30
Currituck	6,157	6,709	1,719	1,421	82.7	1,526	1,620	(1)	(1
Dare	5,364	6,041	1,498	1,351	90.2	2,498	2,422	155	6
Davidson	62,225	53,377	17,381	15,816	91.0	25,799	31,744	15,870	7,77
Davie	15,433	14,909	4,310	3,835	89.0	5,047	5,200	1,624	87
Duplin	41,118	39,739	11,485	9,486	82.6	12,152	12,434	1,734	58
Durham	100,641	80,244	28,112	25,328	90.1	93,899	89,982	26,399	14,39
Edgecombe	51,592	49,162	14,411	12,177	84.5	27,930	26,334	6,897	3,15
Forsyth	145,076	126,475	40,524	36,390	89.8	111,529	95,855	42,610	24,02
Franklin	31,331	30,382	8,751	7,228	82.6	8,566	8,442	1,671	79
Gaston	110,706	87,531	30,923	28,387	91.8	57,797	65,910	37,119	20,09
Gates	9,526	10,060	2,660	2,183	82.1	2,061	1,917	894	35
Graham	6,873	6,418	1,919	1,577	82.2	1,157	1,744	232	8
Granville	31,878	29,344	8,904	7,399	83.1	11,316	11,423	1,523	56
Greene	18,041	18,548	5,039	4,373	86.8	4,694	4,025	208	6
Guilford	190,126	153,916	53,107	48,221	90.8	160,859	176,156	62,025	33,94
Halifax	58,475	56,512	16,333	13,621	83.4	25,295	31,788	8,816	4,08

(Continued on page 158)

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

HOOPER RADIO AUDIENCE INDEX

SPRING 1950 | CITY ZONE | GREENSBORO, N. C.

SHARE OF RADIO AUDIENCE

	WBIG	STATION "B"	STATION "C"
8:00 A.M. — 12:00 N. Monday thru Friday	49.7	32.	8.1
12:00 N. — 6:00 P.M. Monday thru Friday	39.2	28.3	16.1
6:00 P.M. — 10:00 P.M. Sunday thru Saturday	52.4	18.3	13.2

WBIG — *"The Prestige Station of the Carolinas"*

EST. 1926

represented by Hollingbery

Columbia Affiliate **5,000 Watts**

Gilbert Hutchison, general manager

NORTH CAROLINA RADIO MARKET DATA BY COUNTIES

(Continued from page 156

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Q- 1948 ($000)
Harnett	47,634	44,239	13,305	11,428	85.9	17,334	20,706	4,953	2,31
Haywood	37,672	34,804	10,522	9,112	86.6	17,099	17,592	6,304	4,34
Henderson	30,843	26,049	8,615	7,632	88.6	17,249	19,103	4,177	1,76
Hertford	22,036	19,352	6,155	5,219	84.8	7,946	10,568	2,121	72
Hoke	15,609	14,937	4,360	3,614	82.9	4,258	4,388	645	24
Hyde	6,465	7,860	1,805	1,499	83.1	1,324	1,168	205	5
Iredell	56,148	50,424	15,683	13,926	88.8	28,806	31,078	12,868	6,66
Jackson	19,239	19,366	5,374	4,412	82.1	6,354	5,719	1,167	55
Johnston	65,751	63,798	18,366	15,592	84.9	23,602	26,335	5,022	2,02
Jones	11,012	10,926	3,075	2,521	82.0	1,961	1,728	350	10
Lee	23,456	18,743	6,551	5,863	89.5	11,718	13,257	4,504	1,82
Lenoir	45,913	41,211	12,824	10,964	85.5	29,618	28,346	5,621	2,37
Lincoln	27,114	24,187	7,573	6,747	89.1	9,506	11,980	4,460	2,09
McDowell	25,741	22,996	7,190	6,255	87.0	9,002	10,977	5,514	2,45
Macon	16,150	15,880	4,511	3,699	82.0	5,214	5,115	701	26
Madison	20,588	22,522	5,750	4,715	82.0	4,072	4,207	528	16
Martin	27,972	26,111	7,813	6,422	82.2	12,456	12,463	1,663	57
Mecklenburg	196,163	151,826	54,794	48,876	89.2	182,493	183,011	59,052	33,35
Mitchell	15,139	15,980	4,228	3,691	87.3	5,045	4,913	1,870	62
Montgomery	17,282	16,280	4,827	4,213	87.3	7,193	8,129	3,677	1,27
Moore	32,933	30,969	9,199	7,938	86.3	14,818	18,312	5,163	2,15
Nash	59,900	55,608	16,731	14,137	84.5	30,371	34,295	4,452	1,91
New Hanover	59,342	47,935	16,576	14,321	86.4	66,552	53,256	14,013	6,17
Northampton	28,440	28,299	7,944	6,553	82.5	5,080	6,549	1,046	31
Onslow	41,851	17,939	11,690	9,819	84.0	4,794	10,723	1,428	62
Orange	34,415	23,072	9,613	8,661	90.1	10,897	14,102	3,247	1,36
Pamlico	9,981	9,706	2,787	2,279	81.8	1,459	1,514	529	11
Pasquotank	24,143	20,568	6,743	5,798	86.0	15,624	18,078	4,170	1,76
Pender	18,391	17,710	5,137	4,171	81.2	4,174	3,392	1,300	47
Perquimans	9,601	9,773	2,681	2,241	83.6	3,722	4,464	558	24
Person	24,136	25,029	6,741	5,675	84.2	9,537	10,595	3,267	1,49
Pitt	63,770	61,244	17,812	14,997	84.2	36,786	35,833	4,744	1,87
Polk	11,613	11,874	3,243	2,844	87.7	3,253	3,949	1,169	50
Randolph	50,617	44,554	14,138	12,738	90.1	17,820	23,451	13,021	6,12
Richmond	39,412	36,810	11,008	9,532	86.6	18,725	24,043	7,116	3,65
Robeson	88,733	76,860	24,785	20,472	82.6	34,598	41,264	7,262	3,24
Rockingham	64,965	57,898	18,146	16,349	90.1	32,555	31,312	13,613	8,09
Rowan	75,238	69,206	21,016	19,523	92.9	52,091	42,411	13,438	6,45
Rutherford	46,257	45,577	12,920	11,460	88.7	16,680	21,408	8,423	4,59
Sampson	49,760	47,440	13,899	11,341	81.6	16,228	15,415	2,379	79
Scotland	24,971	23,232	6,975	5,705	81.8	10,360	12,620	3,887	1,83
Stanly	37,081	32,834	10,357	9,518	91.9	19,110	19,988	8,681	5,01
Stokes	21,535	22,656	6,015	5,166	85.9	4,577	4,127	497	20
Surry	45,672	41,783	12,757	11,277	88.4	22,328	26,346	9,928	4,49
Swain	9,970	12,177	2,784	2,302	82.7	2,464	3,135	603	20
Transylvania	15,321	12,241	4,279	3,739	87.4	5,717	6,997	3,494	2,09
Tyrrell	5,051	5,556	1,410	1,191	84.5	1,324	1,234	514	13
Union	41,989	39,097	11,728	10,144	86.5	15,388	22,109	3,157	1,34
Vance	32,036	29,961	8,948	7,561	84.5	17,200	19,667	4,668	2,32
Wake	135,848	109,544	37,946	34,113	89.9	106,702	103,011	22,605	11,45
Warren	23,556	23,145	6,579	5,210	79.2	7,173	7,516	1,168	42
Washington	13,170	12,323	3,678	3,148	85.6	3,991	4,965	2,051	1,12
Watauga	18,296	18,114	5,110	4,343	85.0	5,750	5,540	734	23
Wayne	64,174	58,328	17,925	15,092	84.2	37,084	38,940	7,015	3,17
Wilkes	45,202	43,009	12,626	10,454	82.8	14,081	16,313	4,336	1,72
Wilson	53,837	50,219	15,038	12,646	84.1	33,532	30,226	5,365	2,28
Yadkin	22,132	20,657	6,182	5,384	87.1	3,822	4,880	390	12
Yancey	16,304	17,202	4,554	3,729	81.9	2,146	3,530	362	10

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sale
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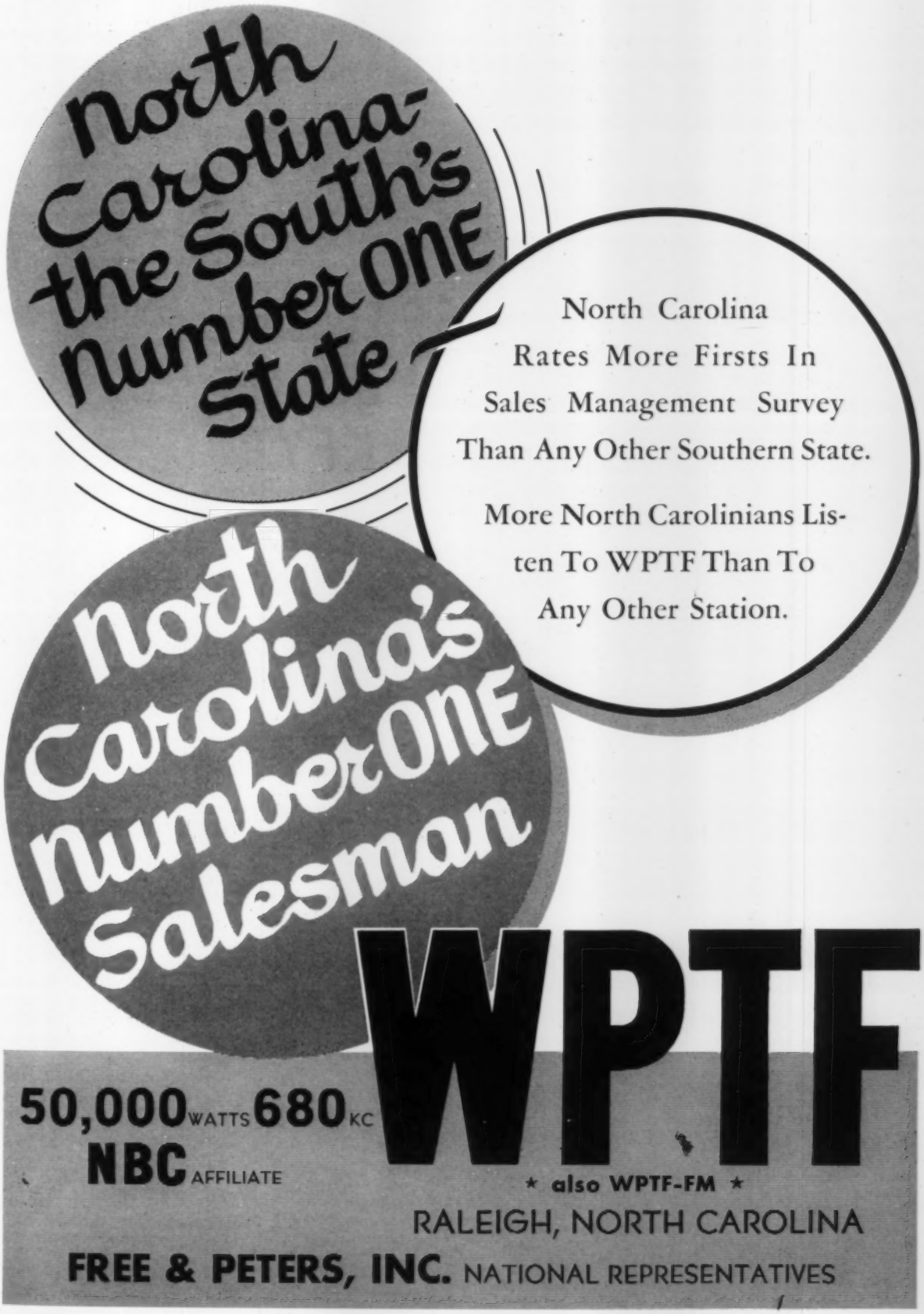
1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce


North Carolina-the South's Number ONE State
North Carolina Rates More Firsts In Sales Management Survey Than Any Other Southern State.
More North Carolinians Listen To WPTF Than To Any Other Station.
North Carolina's Number ONE Salesman
WPTF
50,000 WATTS 680 KC
NBC AFFILIATE
★ also WPTF-FM ★
RALEIGH, NORTH CAROLINA
FREE & PETERS, INC. NATIONAL REPRESENTATIVES

MARKET INDICATORS FOR NORTH DAKOTA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	616,185	'50	641,935	'40
% of U.S.	0.41%	'50	0.49%	'40
Families	172,118	'50	155,100	'40
Percent Radio	97%	'49	93.5%	'46
Radio Families	166,954	'50	128,800	'46
Retail Sales	$ 591,209,000	'49	607,519,000	'48
Retail Trade Employes	27,229	'48	16,025	'39
Wholesale Sales Volume	$ 959,981,000	'48	170,300,000	'39
Wholesale Trade Employes	8,928	'48	6,335	'39
Employment (Mid-March)	58,925	'48	55,066	'47
Taxable Payrolls (1st quarter)	$ 29,983,000	'48	24,818,000	'47
Income	$ 858,000,000	'48	237,000,000	'40
Percent distribution	0.42%	'48	0.31%	'40
Per Capita Income	$1,473	'48	368	'40
Percent of national per capita income	104%	'48	64%	'40
New Construction (Private)	$ 38,600,000	'47	9,400,000	'29
Residential	$ 9,300,000	'47	2,300,000	'29
Non-Residential	$ 7,300,000	'48	1,200,000	'29
Value added by Manufacture	$ 29,461,000	'47	10,984,000	'29
Automobile Registration	259,803	'49	235,743	'48
Telephones	111,400	'49	81,200	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

NORTH DAKOTA

SPOT RATE FINDER

BISMARCK, Burleigh, 7,053 fam., 97.4% radio, 6,869 radio fam.
KFYR, 5kw, 550kc, NBC, Blair, BMB, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	10.00	10.00	20.00	40.00	60.00	100.00
N	15.00	15.00	34.00	80.00	120.00	200.00

DEVILS LAKE, Ramsey, 4,003 fam., 97.5% radio, 3,902 radio fam.
KDLR, 250w, 1240kc, MBS, BMB, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	9.50	17.50	30.00	50.00
N	5.00	5.00	9.50	17.50	30.00	50.00

DICKINSON, Stark, 4,503 fam., 96.0% radio, 4,322 radio fam.
KDIX, 250w, 1230kc, Lawson

D	7.50	7.50	13.50	22.50	37.50	57.00
N	9.00	9.00	16.00	27.00	45.00	68.40

FARGO, Cass, 16,174 fam., 98.5% radio, 15,931 radio fam.
2 AM affiliates, average 1-time rate

D	7.75	9.75	17.50	35.00	52.50	87.50
N	15.50	19.50	35.00	70.00	105.00	175.00

KFGO, 5kw, 790kc, ABC, Bolling

D	7.50	7.50	15.00	30.00	45.00	75.00
N	15.00	15.00	30.00	60.00	90.00	150.00

WDAY, 5kw, 970kc, NBC, Free & Peters, Hooper, Conlan

D	8.00	12.00	20.00	40.00	60.00	100.00
N	16.00	24.00	40.00	80.00	120.00	200.00

GRAND FORKS, Grand Forks, 10,946 fam., 97.8% radio, 10,705 radio fam.
2 AM affiliates, average 1-time rate

D	5.77	5.77	10.50	22.25	33.37	55.62
N	7.50	7.50	13.85	29.00	43.50	72.50

KILO, 1kw-D, 500w-N, 1440kc, CBS, Avery-Knodel, BMB, Conlan

D	6.25	6.25	12.50	25.00	37.50	62.50
N	8.00	8.00	16.00	32.00	48.00	80.00

KNOX, 250w, 1400kc, MBS

D	5.20	5.20	8.50	19.50	29.25	48.75
N	7.00	7.00	11.70	26.00	39.00	65.00

JAMESTOWN, Stutsman, 6,714 fam., 97.4% radio, 6,539 radio fam.
KSJB, 5kw, 600kc, CBS, Hollingbery, BMB, Conlan

D	10.00	13.00	23.45	46.90	70.35	117.25
N	12.00	15.00	35.00	70.00	105.00	175.00

MANDAN, Morton, 5,374 fam., 97.4% radio, 5,234 radio fam.
KGCU, 1kw-D, 250w-N, 1270kc, MBS, Walker

D	6.75	9.00	15.00	30.00	45.00	75.00
N	6.00	8.00	13.00	26.00	39.00	65.00

MINOT, Ward, 9,673 fam., 97.6% radio, 9,440 radio fam.
KCJB, 1kw, 910kc
(No data available)
KLPM, 5kw-D, 1kw-N, 1390kc, MBS, Walker, Lawson, BMB, Conlan

D	4.20	7.00	14.00	28.00	42.00	70.00
N	6.00	10.00	20.00	40.00	60.00	100.00

VALLEY CITY, Barnes, 4,715 fam., 97.0% radio, 4,573 radio fam.
KOVC, 250w, 1490kc, MBS, Conlan

D	2.80	3.75	9.00	18.00	27.00	45.00
N	3.75	5.00	12.00	24.00	36.00	60.00

WILLISTON, Williams, 4,581 fam., 96.7% radio, 4,429 radio fam.
KWBM, 250w, 1450kc, Holman

D	3.60	3.60	6.00	12.00	18.00	30.00
N	4.80	4.80	8.40	16.80	25.20	42.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

Harold Schafer of GOLD SEAL, says: "Per radio dollar spent, I get the BEST return from Station KFYR"

Bismarck, N. Dak.—When Harold Schafer, the merchandising wizard behind "GLASS WAX", "WOOD CREAM" and "SNOWY BLEACH", started his trek to success, the first radio station he used was KFYR. The choice was logical because Bismarck is the home of the Gold Seal Company. KFYR quickly proved itself to Harold, and today he says: "Per radio dollar spent, I get the BEST return from station KFYR."

Right now, Harold Schafer's Gold Seal Company is using KFYR for a test on the newest product of the Gold Seal Co. Illustrated above are F. E. "Fitz" Fitzsimonds, station manager (left), and Harold discussing promotion for SNOWY BLEACH—a concentrated bleach in powder form.

Of course there's nothing new in using KFYR for a test. Advertisers have been doing it ever since KFYR went on the air, twenty-five years ago. That's because KFYR occupies an enviable position. Market-wise KFYR is located right in the center of one of the world's largest and most fertile agricultural areas—where unusual soil conductivity helps carry the KFYR signal over a larger area than any other station in the United States.

These two major factors, plus NBC affiliation and strong local programming, has developed unmatched listener loyalty.

No wonder that men like Harold Schafer use KFYR . . . for testing and for "long haul" profits. KFYR pays off because your radio dollar on KFYR goes further.

YOUR RADIO DOLLAR GOES FURTHER ON KFYR BISMARCK

For the complete story, ask any John Blair man about KFYR, Bismarck, North Dakota . . . operating on 550 kilocycles, 5000 watts. Remember . . . your radio dollar GOES FURTHER on KFYR!

BROADCASTING TELECASTING
MARKETBOOK MAP
of
NORTH DAKOTA

Scale of Miles
25 50 75 100

Location of City and number of Standard (AM) Broadcasting Stations
Number of FM Broadcasting Stations
Number of Telecasting Stations

MAP BY WALTER F. SUESS, MIDDLEBURY, VERMONT
© 1950, Broadcasting Publications, Inc.

NORTH DAKOTA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Adams	4,891	4,664	1,366	1,281	93.8	3,731	5,674	314	136
Barnes	16,882	17,814	4,715	4,573	97.0	17,719	16,316	1,366	603

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

(Continued on page 162)

KSJB

(CBS)

JAMESTOWN, N. DAK.
FARGO, N. DAK.

Frequency 600 K C
Power 5000 Watts
Licensed to Operate
Full Time

Representative
George P. Hollingbery

SUMMARY DATA — DAYTIME

Percentage Levels:	BMB County Units	1949 Radio Families	BMB Station Audience Families
90% and over	5	11,120	10,560
80% and over	13	22,330	20,240
70% and over	23	34,560	29,920
60% and over	37	56,480	44,040
50% and over	54	109,660	72,650
40% and over	73	147,980	89,900
30% and over	85	172,390	98,470
20% and over	100	215,680	108,720
10% and over	119	291,590	120,500

BMB percentages indicate percent of Radio Families that comprise the weekly audience—All counties in which 10% or more Radio Families listen to KSJB at least once a week.

KCJB

MINOT, N. DAK.

(On Air August 1, 1950)

Frequency 910 K C
Power 1000 Watts
Licensed to Operate
Full Time

Operated by the Jamestown Broadcasting Company

We offer general market information below, which is not intended to be interpreted as station KCJB coverage.

Minot, North Dakota, is the third largest city in this state, and had the largest increase in population (1950 census) of any city in the state (32%)

FIGURES BELOW INCLUDE AREA DESCRIBED AS MINOT RETAIL SALES ZONE:

Population	133,662
Radio Homes	33,415
Retail Sales	37,459,000
Bank Resources	in excess of $40,000,000

(KCJB) — MINOT, NORTH DAKOTA — Is Owned by Jamestown Broadcasting Company (KSJB) and can be purchased at reduced combination rates with KSJB)

NORTH DAKOTA MARKET DATA BY COUNTIES

(Continued from page 161)

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Benson	10,618	12,629	2,965	2,870	96.8	6,414	5,049	291	
Billings	1,769	2,531	494	454	92.0	387	155	12	
Bottineau	12,091	13,253	3,377	3,275	97.0	9,462	9,099	615	
Bowman	3,999	3,860	1,117	1,070	95.8	4,048	5,827	302	
Burke	6,597	7,653	1,842	1,770	96.1	4,369	4,620	282	
Burleigh	25,252	22,736	7,053	6,869	97.4	36,425	33,978	4,235	
Cass	57,903	52,849	16,174	15,931	98.5	81,762	80,665	14,106	
Cavalier	11,693	13,923	3,266	3,158	96.7	9,168	8,563	319	
Dickey	9,066	9,696	2,532	2,456	97.0	7,688	8,751	590	
Divide	5,997	7,086	1,675	1,636	97.7	4,618	4,986	384	
Dunn	7,212	8,376	2,014	1,919	95.3	2,910	3,943	156	
Eddy	5,361	5,741	1,497	1,471	98.3	5,666	5,150	318	
Emmons	9,694	11,699	2,707	2,571	95.0	5,117	6,806	341	
Foster	5,301	5,824	1,480	1,422	96.1	5,778	6,110	358	
Golden Valley	3,487	3,498	974	913	93.8	3,274	3,962	252	
Grand Forks	39,190	34,518	10,946	10,705	97.8	55,169	49,852	6,188	
Grant	7,109	8,264	1,985	1,869	94.2	2,912	4,090	188	
Griggs	5,414	5,818	1,512	1,469	97.2	4,185	4,678	254	
Hettinger	7,079	7,457	1,977	1,891	95.7	5,391	8,612	394	
Kidder	6,154	6,692	1,718	1,664	96.9	3,412	3,772	167	
La Moure	9,471	10,298	2,645	2,568	97.1	6,029	7,996	411	
Logan	6,345	7,561	1,772	1,694	95.6	3,138	4,127	184	
McHenry	12,556	14,034	3,507	3,384	96.5	8,031	9,020	612	
McIntosh	7,591	8,984	2,120	2,005	94.6	4,392	6,942	324	
McKenzie	6,840	8,426	1,910	1,837	96.2	3,866	4,271	206	
McLean	18,770	16,082	5,243	5,043	96.2	8,415	12,173	674	
Mercer	8,676	9,611	2,423	2,289	94.5	5,119	6,179	817	
Morton	19,242	20,184	5,374	5,234	97.4	16,628	18,104	1,498	
Mountrail	9,399	10,482	2,625	2,543	96.9	7,051	8,111	405	
Nelson	8,065	9,129	2,252	2,184	97.0	6,371	7,796	448	
Oliver	3,077	3,859	859	829	96.6	840	859	43	
Pembina	13,842	15,671	3,866	3,773	97.6	12,192	12,056	636	
Pierce	8,259	9,208	3,206	3,087	96.3	6,983	6,726	493	
Ramsey	14,334	15,626	4,003	3,902	97.5	21,200	17,995	1,523	
Ransom	8,838	10,061	2,468	2,413	97.8	8,621	7,954	399	
Renville	5,388	5,533	1,505	1,483	98.6	3,799	4,592	173	
Richland	19,738	20,519	5,513	5,402	98.0	20,425	21,362	1,539	
Rolette	11,094	12,583	3,098	2,874	92.8	7,348	6,069	327	
Sargent	7,568	8,693	2,113	2,060	97.5	4,481	4,005	221	
Sheridan	5,226	6,616	1,459	1,399	95.9	2,821	2,978	112	
Sioux	3,711	4,419	1,036	953	92.0	1,934	1,288	55	
Slope	2,308	2,932	644	611	94.9	523	427	33	
Stark	16,121	15,414	4,503	4,322	96.0	13,967	19,204	1,690	
Steele	5,131	6,193	1,433	1,394	97.3	3,139	3,439	120	
Stutsman	24,039	23,495	6,714	6,539	97.4	24,001	24,854	2,153	
Towner	6,329	7,200	1,767	1,703	96.4	6,096	5,419	279	
Traill	11,330	12,300	3,164	3,103	98.1	11,804	11,099	690	
Walsh	18,801	20,747	5,251	5,093	97.0	19,093	18,017	952	
Ward	34,631	31,981	9,673	9,440	97.6	46,207	43,811	4,898	
Wells	10,384	11,198	2,900	2,810	96.9	8,848	8,822	495	
Williams	16,402	16,315	4,581	4,429	96.7	18,242	21,166	1,620	

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

WSRS

CLEVELAND

. . . "The Family Station" serving Clevelanders and all the local nationalities in the 3rd most densely populated metropolitan district in the U. S. A. . . . covering 336 sq. miles.

. . . Ask Forjoe for the power-packed selling facts about the effective WSRS domination and local impact. Hooper rating up . . . WSRS cost per thousand lowest in town, thus the best buy in

CLEVELAND

WSRS

OHIO

SPOT RATE FINDER

AKRON, Summit, 113,961 fam., 98.3% radio, 112,023 radio fam.

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	11.16	11.16	21.50	38.66	58.00	96.66
N	18.75	18.75	37.50	70.33	110.50	184.16

WADC, 5kw, 1350kc, CBS, Hollingbery

D	12.50	12.50	25.00	44.00	66.00	110.00
N	22.50	22.50	45.00	88.00	132.00	220.00

WAKR, 5kw, 1590kc, ABC, Weed

D	15.00	15.00	27.50	48.00	72.00	120.00
N	22.50	22.50	45.00	88.00	132.00	220.00

WAKR-FM, Chan. 248, 97.5mc, 14.7mc, Weed, Bonus

WCUE, 1kw, 1150kc, Forjoe, Hooper

D	8.33	8.33	14.95	32.20	48.30	83.95
N	8.33	8.33	14.95	32.20	48.30	83.95

WHKK, 1kw, 640kc, MBS, Meeker

D	6.00	6.00	12.00	24.00	36.00	60.00
N	11.25	11.25	22.50	45.00	67.00	112.50

ALLIANCE, Stark, 78,648 fam., 97.8% radio, 76,917 radio fam.

WFAH(FM), Chan. 269, 101.7mc, 1kw

D	4.30	4.30	8.60	15.00	21.50
N	4.30	4.30	8.60	15.00	21.50

ASHLAND, Ashland, 9,200 fam., 97.2% radio, 8,942 radio fam.

WATG(FM), Chan. 267, 101.3mc, 10.2kw

D	3.10	3.10	4.30	8.60	15.00	21.50
N	4.30	4.30	7.20	14.40	25.20	36.00

ASHTABULA, Ashtabula, 21,713 fam., 97.6% radio, 21,191 radio fam.

WICA, 5kw-D, 1kw-N, 970kc, Conlan, BMB

D	6.00	6.00	10.00	22.50	36.00	60.00
N	15.00	15.00	25.00	50.00	75.00	125.00

WICA-FM, Chan. 279, 103.7mc, 52kw, Bonus

BELLAIRE, Belmont, 24,421 fam., 95.8% radio, 23,395 radio fam.

WTRF, 1kw-D, 1290kc, MBS, Walker, Conlan

D	9.00	10.00	15.00	24.00	40.00	70.00
N	10.00	12.50	18.00	35.00	60.00	110.00

WTRF-FM, Chan. 263, 100.5mc, 20kw, Walker

N	4.00	5.00	7.50	15.00	25.00	37.50

CAMBRIDGE, Guernsey, 10,664 fam., 95.4% radio, 10,173 radio fam.

WILE, 1kw-D, 1270kc, BMB

D		8.00	15.30	23.80	40.80	68.00

MARKET INDICATORS FOR OHIO

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	7,901,791	'50	6,907,612	'40
% of U.S.	5.27%	'50	5.26%	'40
Families	2,207,204	'50	1,905,700	'40
Percent Radio	97.4%	'49	95.4%	'46
Radio Families	2,149,816	'50	1,989,000	'46
Retail Sales	$6,622,697,000	'49	7,343,316,000	'48
Retail Trade Employes	404,378	'48	282,963	'39
Wholesale Sales Volume	$9,396,849,000	'48	2,630,800,000	'39
Wholesale Trade Employes	119,561	'48	78,061	'39
Employment (Mid-March)	2,273,240	'48	2,218,359	'47
Taxable Payrolls (1st quarter)	$ 1,566,015,000	'48	1,393,531,000	'47
Income	$12,136,000,000	'48	4,448,000,000	'40
Percent distribution	5.89%	'48	5.86%	'40
Per Capita Income	$1,548	'48	643	'40
Percent of national per capita income	110%	'48	112%	'40
New Construction (Private)	$ 760,700,000	'49	213,900,000	'39
Residential	$ 403,300,000	'49	125,400,000	'39
Non-Residential	$ 202,600,000	'49	42,100,000	'39
Value added by Manufacture	$6,359,006,000	'47	2,116,434,000	'39
Automobile Registration	2,589,031	'49	2,423,264	'48
Telephones	2,349,800	'49	1,691,500	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

CANTON, Stark, 78,648 fam., 97.8% radio, 76,917 radio fam.

2 AM non-affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	5.30		12.50	25.50	38.50	65.00

WAND, 500w-D, 900kc, McGillvra

D	4.60	5.75	12.00	25.00	38.00	65.00

WAND-FM, Chan. 223, 92.5mc, 15kw, Bonus

WCMW, 1kw-D, 1060kc, Burn-Smith

D	6.00	13.00	26.00	39.00	65.00

WCMW-FM, Chan. 235, 94.9mc, 3kw
Rates 1/3 of AM station

WHBC, 5kw, 1480kc, ABC, Taylor, Hooper

D	7.50	7.50	15.00	30.00	45.00	75.00
N	15.00	15.00	30.00	60.00	90.00	150.00

WHBC-FM, Chan. 231, 94.1mc, 25kw, ABC, Taylor
(Sold in combination with WHBC)

CHILLICOTHE, Ross, 15,155 fam., 95.0% radio, 14,392 radio fam.

WBEX, 250w, 1490kc, ABC, Grant, Conlan, Hooper

D	6.00	6.00	12.00	24.00	36.00	60.00
N	6.00	6.00	12.00	24.00	36.00	60.00

CINCINNATI, Hamilton, 200,563 fam., 97.4% radio, 195,348 radio fam.

4 AM affiliates, average 1-time rate

D	33.18	45.38	58.06	109.38	183.00	258.75
N	30.75	58.25	108.62	208.75	316.00	505.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

For Facts on the Columbus Market
Contact
HEADLEY-REED
Representatives of Radio Station
WCOL

WCKY, 50kw, 1530kc, Pulse

	SB	1M	5M	15M	30M	1 Hr
D	20.00	25.00	30.00	60.00	90.00	150.00
N	30.00	40.00	60.00	120.00	180.00	300.00

WCPO, 250w, 1230kc, MBS, Branham, Hooper

D	15.25	17.75	40.00	70.00	100.00	175.00
N	23.00	27.50	50.00	100.00	160.00	300.00

WCPO-FM, Chan 286, 105.1mc, 20kw, Bonus

WCPO-TV, Chan. 7, 12kw-aur.; 21kw-vis., ABC, DuMont, Branham

D	32.50	37.50	50.00	100.00	150.00	250.00
N	65.00	75.00	100.00	200.00	300.00	500.00

WKRC, 5kw-D, 1kw-N, 550kc, CBS, Katz, Hooper, BMB

D	30.00	30.00	42.50	68.00	102.00	170.00
N	60.00	60.00	85.00	136.00	204.00	340.00

WCTS(FM), Chan. 270, 101.9mc, 12.6kw, Transit Radio
(See Transit Radio listing for rates)

WKRC-TV, Chan. 11, 12.3kw-aur.; 24.5kw-vis., CBS, Katz

D	20.00	20.00	50.00	85.00	130.00	210.00
N	50.00	50.00	75.00	140.00	210.00	350.00

WLW, 50kw, 700kc, NBC, MBS, Nielsen

D	65.00	110.00	119.75	239.50	360.00	540.00
N	110.00	150.00	239.50	479.00	720.00	1080.00

WLWA(FM), Chan. 266, 101.1mc, 9kw, Bonus

WLWT(TV), Chan. 4, 19.5kw-aur.; 23.5kw-vis., NBC

D	30.00	30.00	68.75	110.00	165.00	275.00
N	70.00	70.00	137.50	220.00	330.00	550.00

WSAI, 5kw, 1360kc, ABC, Avery-Knodel, BMB, Pulse

D	20.00	23.80	30.00	60.00	90.00	150.00
N	30.00	35.50	60.00	120.00	180.00	300.00

WSAI-FM, Chan. 274, 102.7mc, 14.7kw, Bonus

(Continued on page 166)

ZANESVILLE . . .

"Ohio's No. 1 Test Market"

- Zanesville is the distribution center of Southeastern Ohio offering controlled distribution with two wholesale food distributors and one drug distributor serving the entire area.

- Southeastern Ohio folks spend 135 million dollars in retail sales every year. (1950 SM)

- 200,000 people live in six counties of rich industrial-agricultural Southeastern Ohio.

- W H I Z maintains close relationship with distributing organizations. Point-of-sale merchandising—promotion—sales checks . . . all services of W H I Z in cooperation with distributors and retail outlets.

- W H I Z is only full-time network affiliated station serving the Zanesville Trading Area.

- W H I Z is the dominant station in the area with a Daytime BMB of 27,280 and Share of Audience of 60 percent. (Hooper and Conlan)

You can buy *absolute saturation* on W H I Z for copy tests or product tests in Ohio's No. 1 Test Market.

Contact the John E. Pearson Company

Affiliated with NBC

WHIZ

ONE OF AMERICA'S

WA

"WITH OVER 2,000

HOME OF CBS PRO

FIRST IN AKRON

NOW IN 26th YEAR

SERVING NORTHEASTERN OHIO

OLDEST STATIONS

DC

0,000 FRIENDS"

GRAMS IN AKRON-

IN THE WADC BUILDING

CORNER MAIN & MILL STS., AKRON, OHIO

Owned and operated by: ALLEN T. SIMMONS

National Representative: GEORGE P. HOLLINGBERY CO.

OHIO

SPOT RATE FINDER

(Continued from page 163)

CLEVELAND, Cuyahoga, 386,089 fam., 98.3% radio, 379,525 radio fam.

4 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	31.06	34.68	48.00	96.00	144.00	245.00
N	60.00	63.75	87.00	174.00	261.00	435.00

4 AM non-affiliates, average 1-time rate

D	9.62	12.37	22.37	41.75	62.62	101.37
N	14.50	19.00	35.00	60.62	92.66	153.33

WCUO(FM), Chan. 277, 103.3mc, 15kw

D	4.75	10.00	20.00	30.00	45.00
N	7.00	15.00	30.00	45.00	75.00

WDOK, 5kw, 1260kc, McKinney, Hooper

D	7.50	14.00	30.00	48.00	72.00	120.00
N	11.00	20.00	45.00	72.00	108.00	180.00

WERE, 5kw, 1300kc, Rambeau, Hooper

D	12.50	15.00	30.00	50.00	75.00	125.00
N	22.50	25.00	40.00	70.00	110.00	180.00

WERE-FM, Chan. 253, 98.5mc, 12kw, Bonus

WEWS(TV), Chan. 5, 8.15kw-aur.; 16.3kw-vis., CBS, ABC

D	34.00	40.00	64.32	96.00	144.00	240.00
N	85.00	100.00	160.00	240.00	360.00	600.00

WGAR, 50kw, 1220kc, CBS, Petry

D	37.50	45.00	50.00	100.00	150.00	250.00
N	75.00	90.00	100.00	200.00	300.00	500.00

WHK, 5kw, 1420kc, MBS, Raymer

D	14.00	21.00	36.00	72.00	108.00	180.00
N	42.00	42.00	72.00	144.00	216.00	360.00

WHK-FM, Chan. 264, 100.7mc, 11.5kw, Bonus

WJMO, 1kw-D, 1540kc, Young, Hooper

D	10.50	10.50	17.00	44.00	66.00	110.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

For Facts on the Cleveland Market
Contact
HEADLEY-REED
Representatives of Radio Station
WJW

WJW, 5kw, 850kc, ABC, Headley-Reed

	SB	1M	5M	15M	30M	1 Hr
D	33.75	33.75	54.00	108.00	162.00	270.00
N	45.00	45.00	72.00	144.00	216.00	360.00

WJW-FM, Chan. 281, 104.1mc, 19kw, ABC, Headley-Reed

D	3.75	3.75	6.00	12.00	18.00	30.00
N	7.50	7.50	12.00	24.00	36.00	60.00

WSRS, 250w, 1490kc, Forjoe

D	8.00	10.00	12.50	25.00	37.50	62.50
N	10.00	12.00	20.00	40.00	60.00	100.00

WSRS-FM, Chan. 237, 95.3mc, 1kw, Bonus

WTAM, 50kw, 1100kc, NBC, NBC Spot Sales, Hooper, BMB

D	39.00	39.00	52.00	104.00	156.00	260.00
N	78.00	78.00	104.00	208.00	312.00	520.00

WTAM-FM, Chan. 289, 105.7mc, 20kw, Bonus

WNBK(TV), Chan. 4, 20.26kw-aur.; 39.22kw-vis.

D	45.00	45.00	50.00	80.00	120.00	200.00
N	90.00	90.00	100.00	160.00	240.00	400.00

WXEL(TV), Chan. 9, 13kw-aur.; 21kw-vis., ABC, CBS, DuMont, Katz, Pulse

D	32.00	32.00	53.00	80.00	120.00	200.00
N	80.00	80.00	134.00	200.00	300.00	500.00

COLUMBUS, Franklin, 139,925 fam., 98.2% radio, 137,406 radio fam.

3 AM affiliates, average 1-time rate

D	13.10	15.31	24.09	35.32	53.75	85.23
N	27.00	33.66	52.75	76.25	115.25	183.33

WBNS, 5kw-D, 1kw-N, 1460kc, CBS, Blair

D	20.00	20.00	33.37	49.87	70.87	105.00
N	40.00	40.00	66.75	99.75	141.75	210.00

WELD(FM), Chan. 246, 97.1mc, 35kw, Bonus

WBNS-TV, Chan. 10, 14kw-aur.; 28.4kw-vis., CBS, Blair-TV

D	37.50	37.50	52.50	70.00	105.00	175.00
N	75.00	75.00	105.00	140.00	210.00	350.00

WCOL, 250w, 1230kc, ABC, Headley-Reed, Hooper, BMB

D	12.60	12.60	18.90	29.40	50.40	84.00
N	21.00	21.00	31.50	49.00	84.00	140.00

WCOL-FM, Chan. 222, 92.3mc, 33kw, Headley-Reed, Bonus

WHKC, 5kw, 610kc, MBS, Raymer, BMB, Hooper

D	6.70	13.35	20.00	26.70	40.00	66.70
N	20.00	40.00	60.00	80.00	120.00	200.00

WHKC-FM, Chan. 254, 98.7mc, 30kw, Bonus

WLWC-TV, Chan. 3, 12.8kw-aur.; 15.2kw-vis.

D	20.00	20.00	47.00	75.00	112.50	187.50
N	50.00	50.00	93.75	150.00	225.00	375.00

WRFD, 5kw-D, 880kc
(See Worthington, O. Listing)

WTVN(TV), Chan. 6, 14.2kw-aur.; 16.8kw-vis., ABC, DuMont, Headley-Reed, Videodex

	SB	1M	5M	15M	30M	1 Hr
D	35.00	35.00	50.00	85.00	130.00	210.00
N	55.00	65.00	90.00	140.00	210.00	350.00

WVKO(FM), Chan. 234, 99.7mc, 52kw

D	1.69	1.69	6.00	12.00	18.00	30.00
N	4.50	4.50	12.00	24.00	36.00	60.00

COSHOCTON, Coshocton, 8,667 fam., 96.0% radio, 8,320 radio fam.

WINS, 1kw-D, 1560kc

D	6.00	6.00	10.00	20.00	30.00	50.00

DAYTON, Montgomery, 110,768 fam., 98.0% radio, 108,552 radio fam.

3 AM affiliates, average 1-time rate

D	18.50	26.00	55.00	75.00	125.00
N	23.50	33.33	75.00	110.00	173.30

WHIO, 5kw, 1290kc, CBS, Hollingbery, Hooper

D	16.00	28.00	45.00	65.00	100.00	
N	26.00	45.00	90.00	130.00	200.00	

WHIO-FM, Chan. 256, 99.1mc, 19kw, Hollingbery

D	3.00	15.00	
N	3.00	15.00	

WHIO-TV, Chan. 13, 12.6kw-aur.; 26.6kw-vis., ABC, CBS, DuMont

D	25.00	25.00	45.00	72.00	108.00	180.00
N	40.00	40.00	75.00	120.00	180.00	300.00

WING, 5kw, 1410kc, ABC, Weed

D	20.00	60.00	80.00	150.00	
N	25.00	75.00	120.00	200.00	

WLWB(FM), Chan. 248, 97.5mc, 16kw
Bonus WLW Cincinnati, Ohio

WLWD(TV), Chan. 5, 8kw-aur., 16kw-vis., NBC

D	10.00	20.00	47.00	75.00	112.50	187.50
N	18.75	50.00	93.75	150.00	225.00	375.00

WONE, 5kw, 980kc, MBS, Headley-Reed

D	21.00	21.00	30.00	60.00	80.00	120.00
N	21.00	21.00	30.00	60.00	80.00	120.00

WTOW(FM), Chan. 284, 104.7mc, 43kw, Headley-Reed, Bonus

DEFIANCE, Defiance, 7,224 fam., 97.0% radio, 7,007 radio fam.

WONW, 500w-D, 1280kc

D	3.70	5.50	10.00	20.00	32.00	58.00

DOVER, Tuscarawas, 19,576 fam., 96.5% radio, 18,890 radio fam.

WJER, 250w, 1450kc

D	4.00	5.00	10.00	20.00	30.00	50.00
N	4.00	5.00	10.00	20.00	30.00	50.00

EAST LIVERPOOL, Columbiana, 27,400 fam., 97.2% radio, 26,632 radio fam.

2 AM non-affiliates, average 1-time rate

D	6.60	7.75	13.70	27.40	41.10	68.50

WLIO, 1kw-D, 1570kc

	SB	1M	5M	15M	30M	1 Hr
D	8.40	9.50	15.40	30.80	46.20	77.00

WOHI, 250w, 1490kc

D	4.80	6.00	12.00	24.00	36.00	60.00
N	6.00	7.50	15.00	30.00	45.00	75.00

ELYRIA-LORAIN, Lorain, 40,922 fam., 98.2% radio, 40,185 radio fam.

WEOL, 1kw, 930kc, BMB

D	10.00	11.50	16.00	32.00	48.00	80.00
N	12.00	14.00	25.00	50.00	75.00	125.00

WEOL-FM, Chan. 297, 107.3mc, 48kw, Bonus

FINDLAY, Hancock, 12,334 fam., 97.9% radio, 12,074 radio fam.

WFIN, 1kw-D, 1330kc, BMB

D	5.20	7.80	15.00	30.00	51.00	90.00

WFIN-FM, Chan. 288, 105.5mc, 8.2kw
(Rates ¾ of AM Rates)

FOSTORIA, Seneca, 14,780 fam., 97.4% radio, 14,395 radio fam.

WFOB(FM), Chan. 288, 105.5mc, 450w

D	1.00	4.00	4.00	7.50	13.50	22.50
N	2.00	4.00	5.00	10.00	17.00	30.00

FREMONT, Sandusky, 12,850 fam., 97.7% radio, 12,554 radio fam.

WFRO, 500w-D, 900kc

D	5.90	9.45	17.70	31.90	53.10	
N	5.90	11.80	23.60	41.30	70.80	

WFRO-FM, Chan. 257, 99.3mc, 1kw
(Bonus daytime only. Night rates ½ of AM rates)

GALLIPOLIS, Gallia, 6,941 fam., 91.9% radio, 6,378 radio fam.

WJEH, 250w-D, 990kc

D	3.00	4.00	6.00	14.00	25.00	40.00

HAMILTON, Butler, 41,003 fam., 97.4% radio, 39,936 radio fam.

WMOH, 250w, 1450kc, MBS, Conlan

D	4.75	6.80	11.55	23.10	34.65	57.75
N	6.00	8.50	17.00	34.00	51.00	85.00

(Continued on page 168)

For Facts on the Dayton Market
Contact
HEADLEY-REED
Representatives of Radio Station
WONE

retail sales are . . . . . 50% MORE than the national average in Youngstown, Ohio

WFMJ *carries* MORE

LOCAL *and* NATIONAL *paid* ADVERTISING THAN ANY OTHER YOUNGSTOWN STATION

(No P. I. deals — no trade deals — no clock or picture deals)

5,000 WATTS

DUPLICATING ON 50,000 watts FM

ABC
Basic Station

WFMJ
Youngstown, Ohio

Headley-Reed Co.,
National Representatives

SELL with Greater Cleveland's Strongest Signal*

* **WJW** has the strongest signal in more Greater Cleveland homes than any other station.

use WJW Cleveland's *Chief* Station to Blanket Greater Cleveland... Ohio's *Chief* Market

BILL O'NEIL, *President*

WJW

CLEVELAND

BASIC ABC Network

850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

OHIO

SPOT RATE FINDER

(Continued from page 166)

WMOH-FM, Chan. 278, 103.5mc, 8.7kw (Rates on request)

LANCASTER, Fairfield, 14,528 fam., 96.6% radio, 14,034 radio fam.

WHOK, 500w-D, 1320kc

	SB	1M	5M	15M	30M	1 Hr
D		7.00	18.00	26.00	40.00	60.00

LIMA, Allen, 24,366 fam., 98.0% radio, 23,878 radio fam.

2 AM affiliates, average 1-time rate

D		7.25	14.50	29.00	43.50	72.50
N		10.00	20.00	40.00	60.00	100.00

WIMA, 1kw, 1150kc, ABC, MBS, Weed, Conlan

D	7.50	7.50	15.00	30.00	45.00	75.00
N	10.00	10.00	20.00	40.00	60.00	100.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

For Facts on the Toledo Market
Contact
HEADLEY-REED
Representatives of Radio Station
WTOD

WIMA-FM, Chan. 271, 102.1mc, 15.5kw, Bonus

WLOK, 250w, 1240kc, NBC, Avery-Knodel

	SB	1M	5M	15M	30M	1 Hr
D		7.00	14.00	28.00	42.00	70.00
N		10.00	20.00	40.00	60.00	100.00

WLOK-FM, Chan. 277, 103.3mc, 1kw, Bonus

MANSFIELD, Richland, 25,178 fam., 97.7% radio, 24,598 radio fam.

WMAN, 250w, 1400kc, ABC, Taylor

D	5.75	5.75	9.75	19.50	29.25	43.75
N	7.75	7.75	13.00	26.00	39.00	65.00

MARIETTA, Washington, 12,191 fam., 94.3% radio, 11,496 radio fam.

WMOA, 250w, 1490kc, MBS, Grant

D	4.00	5.00	9.00	18.00	27.00	45.00
N	6.00	7.00	12.00	24.00	36.00	60.00

MARION, Marion, 13,918 fam., 97.2% radio, 13,528 radio fam.

WMRN, 250w, 1490kc, ABC, Stovin, Hooper, BMB

D	6.00	6.00	12.00	24.00	36.00	60.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WMRN-FM, Chan. 295, 106.9mc, 7.6kw (CP)

MIDDLETOWN, Butler, 41,003 fam., 97.4% radio, 39,936 radio fam.

WPFB, 1kw-D, 100w-N, 910kc, Conlan, Hooper

D	7.00	9.00	20.00	43.00	66.00	110.00
N	10.00	12.00	25.00	50.00	75.00	125.00

NEWARK, Licking, 19,672 fam., 96.9% radio, 19,062 radio fam.

WCLT, 500w-D, 1430kc, Meeker

D	6.55	7.90	12.00	24.00	36.00	60.00
N	9.00	10.80	15.00	30.00	45.00	75.00

WCLT-FM, Chan. 262, 100.3mc, 8.5kw (Bonus daytime only)

N	6.55	7.90	12.00	24.00	36.00	60.00

PIQUA, Miami, 17,074 fam., 98.2% radio, 16,766 radio fam.

WPTW, 250w-D, 1570kc, Grant

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	10.00	25.00	40.00	60.00

PORTSMOUTH, Sciato, 23,071 fam., 95.2% radio, 21,963 radio fam.

WPAY, 250w, 1400kc, CBS, Taylor, Conlan, BMB

D	6.00	6.00	12.00	24.00	36.00	60.00
N	7.50	7.50	15.00	30.00	45.00	75.00

WPAY-FM, Chan. 281, 104.1mc, 7kw, Taylor, Bonus

RAVENNA, Portage, 17,784 fam., 97.4% radio, 17,321 radio fam.

WKRV(FM), Chan. 221, 92.1mc, 1kw (No rates available)

SANDUSKY, Erie, 14,569 fam., 97.9% radio, 14,263 radio fam.

WLEC, 250w, 1450kc, MBS, McKinney, Griffith

D	5.40	5.40	8.10	12.60	21.60	36.00
N	9.00	9.00	13.50	21.00	36.00	60.00

SPRINGFIELD, Clark, 31,005 fam., 97.5% radio, 30,229 radio fam.

2 AM non-affiliates, average 1-time rate

D	4.25	16.75	26.40

WIZE, 250w, 1340kc, ABC, Weed, Conlan

D	10.00			30.00	40.00	75.00
N	10.00			37.50	60.00	100.00

WJEL, 500-D, 1600kc, Schepp-Reiner

D	7.50	7.50	15.00	25.00	40.00	50.00

WJEM(FM), Chan. 280, 103.9mc, 1kw

D		2.00	6.75	10.50	18.30
N		2.00	6.75	10.50	18.30

WWSO, 250w-D, 1210kc, IMS

D	5.00	6.50	23.00	34.50	75.50

STEUBENVILLE, Jefferson, 26,801 fam., 96.6% radio, 25,889 radio fam.

WEIR, 1kw, 1430kc

D	4.90	7.00	14.00	28.00	42.00	70.00
N	7.00	10.00	20.00	40.00	60.00	100.00

WSTV, 250w, 1340kc, MBS, Pearson

D	4.75	5.50	11.00	22.00	33.00	55.00
N	7.00	8.00	16.00	32.00	48.00	80.00

WSTV-FM, Chan. 278, 103.5mc, 2kw, Pearson, Bonus

TOLEDO, Lucas, 109,675 fam., 98.3% radio, 107,810 radio fam.

2 AM affiliates, average 1-time rate

D	11.25	11.25	21.00	38.50	57.50	96.00
N	22.50	22.50	36.00	72.00	108.00	180.00

WSPD, 5kw, 1370kc, NBC, Katz

D	15.00	15.00	27.00	48.00	72.00	120.00
N	30.00	30.00	48.00	96.00	144.00	240.00

WSPD-FM, Chan. 268, 101.5mc, 3kw, Bonus

WSPD-TV, Chan. 13, 14.4kw-aur.; 27.4kw-vis., CBS, NBC, DuMont, Katz

D	30.00	50.00	80.00	120.00	200.00
N	60.00	100.00	160.00	240.00	400.00

WTOD, 1kw-D, 1560kc, Headley-Reed

D	6.00	6.00	14.00	28.00	42.00	70.00

WTRT(FM), Chan. 260, 99.9mc, 8.8kw (No rates available)

WTOL, 250w, 1230kc, ABC, Raymer, Hooper

D	7.50	7.50	15.00	29.00	43.00	72.00
N	15.00	15.00	24.00	48.00	72.00	120.00

WTOL-FM, Chan. 284, 104.7mc, 50kw, Bonus

WARREN, Trumbull, 43,924 fam., 97.6% radio, 42,869 radio fam.

WHHH, 5kw, 1440kc, MBS, Ra-Tel, Conlan

D	7.50	7.50	14.00	28.00	42.00	70.00
N	10.00	10.00	20.00	40.00	60.00	100.00

For Facts on the Youngstown Market
Contact
HEADLEY-REED
Representatives of Radio Station
WFMJ

WOOSTER Wayne, 16,353 fam., 96.5% radio, 15,780 radio fam.

WWST, 500w-D, 960kc

	SB	1M	5M	15M	30M	1 Hr
D	4.65		9.35	18.75	31.25	50.00
N	7.00		14.05	28.15	46.85	75.00

WWST-FM, Chan. 283, 104.5mc, 13kw (Rates 50% of AM rates)

WORTHINGTON, Franklin, 139,925 fam., 98.2% radio, 137,406 radio fam.

WRFD, 5kw-D, 880kc, Hooper

D	10.00	10.00	15.00	30.00	53.00	88.00
N	20.00	20.00	30.00	60.00	105.00	175.00

WRFD-FM, Chan. 250, 91.9mc, 340kw (CP)

YOUNGSTOWN, Mahoning, 71,749 fam., 97.2% radio, 69,740 radio fam.

2 AM affiliates, average 1-time rate

D	12.00	13.50	17.50	35.00	52.50	87.50
N	17.00	18.00	35.00	70.00	105.00	175.00

WBBW, 250w, 1240kc, Forjoe, Hooper

D	6.75	9.00	12.00	24.00	36.00	60.00
N	9.00	12.00	24.00	48.00	72.00	120.00

WFMJ, 5kw, 1390kc, ABC, Headley-Reed, Hooper

D	12.00	12.00	16.00	32.00	48.00	80.00
N	16.00	16.00	32.00	64.00	96.00	160.00

WFMJ-FM, Chan. 286, 105.1mc, 50kw, Bonus

WKBN, 5kw, 570kc, CBS, Raymer

D	12.00	15.00	19.00	38.00	57.00	95.00
N	18.00	20.00	38.00	76.00	114.00	190.00

WKBN-FM, Chan. 255, 98.9mc, 19kw, Bonus

ZANESVILLE, Muskingum, 20,591 fam., 96.7% radio, 19,911 radio fam.

WHIZ, 250w, 1240kc, NBC, Pearson, Hooper, BMB, Conlan

D	6.50	8.00	11.00	22.00	33.00	55.00
N	9.50	11.00	16.00	32.00	48.00	80.00

Cash Registers Ring in Central Ohio when folks hear it on WBNS
WBNS
WBNS
WBNS
WBNS
WBNS
WBNS
PLUS WELD-FM
If you want sales in central Ohio then it takes WBNS to do the job for you . . . Yes, WBNS has the listeners with the buying power who will step into the stores and purchase your product. There are 187,980 families in this area who keep tuned to WBNS plus WELD-FM. Twenty-five years of listening have proved to them that they can depend upon WBNS for the best in news, entertainment and information. That's why this station does a better selling job at less cost to advertisers.
ASK JOHN BLAIR

POWER WBNS - 5,000 • WELD - 53,000 • CBS COLUMBUS, OHIO

Let's Use
WMRN
Again . . .

That's what time buyers are saying, because WMRN pays off in this seven county market of 250,000 money-making, money-spending Ohioans. The reason is folks like WMRN, and pay attention to what it says.

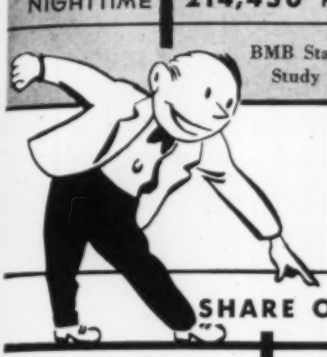
WMRN
Marion, Ohio
Affiliated with ABC

WKBN youngstown, ohio

one of the finest radio buys in America today . . .

WKBN STATION TOTAL	
DAYTIME	224,180 FAMILIES
NIGHTTIME	214,450 FAMILIES

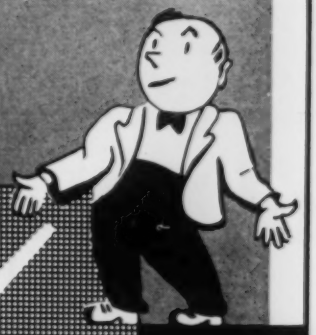
BMB Station Audience Report
Study No. 2, Spring, 1949



SHARE OF AUDIENCE

TIME	WKBN
MORNING	39.5
AFTERNOON	37.8
EVENING	44.9

Report of C. E. Hooper, Inc.
Youngstown, Ohio, Oct., 1949 - Feb., 1950



And NO TV

SHARE OF AUDIENCE

TIME	FM, TV & OTHERS
MORNING	3.4
AFTERNOON	3.7
EVENING	6.1

Report of C. E. Hooper, Inc.
Youngstown, Ohio, Oct., 1949 - Feb., 1950

WKBN
cbs YOUNGSTOWN, OHIO
5000 WATTS · 570 KC

represented by RAYMER

OHIO RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Adams	20,426	21,705	5,705	5,277	92.5	7,888	10,187	954	346
Allen	87,231	73,303	24,366	23,878	98.0	77,435	89,220	25,124	16,523
Ashland	32,938	29,785	9,200	8,942	97.2	27,712	30,659	7,432	4,440
Ashtabula	77,733	68,674	21,713	21,191	97.6	65,354	69,432	13,544	7,617
Athens	45,677	46,166	12,758	12,132	95.1	30,629	30,074	6,689	3,588
Auglaize	30,563	28,037	8,537	8,315	97.4	19,183	28,195	5,710	3,342
Belmont	87,430	95,614	24,421	23,395	95.8	55,206	52,347	15,561	9,925
Brown	22,160	21,638	6,189	5,823	94.1	10,087	11,711	2,213	1,342
Butler	146,792	120,249	41,003	39,936	97.4	116,338	131,191	43,090	31,396
Carroll	19,004	17,449	5,308	5,090	95.9	8,105	10,183	1,817	1,022
Champaign	26,699	25,258	7,457	7,218	96.8	18,091	21,772	2,734	1,528
Clark	110,999	95,647	31,005	30,229	97.5	93,208	105,605	31,684	21,618
Clermont	42,064	34,109	11,749	11,267	95.9	18,906	24,402	2,472	1,057
Clinton	25,487	22,574	7,119	6,876	96.6	19,841	26,035	3,373	1,658
Columbiana	98,093	90,121	27,400	26,632	97.2	77,932	84,795	21,420	13,165
Coshocton	31,029	30,594	8,667	8,320	96.0	21,982	23,770	7,311	4,016
Crawford	38,600	35,571	10,782	10,512	97.5	30,877	36,763	8,907	5,704
Cuyahoga	1,382,200	1,217,250	386,089	379,525	98.3	1,389,093	1,460,156	499,643	373,217
Darke	41,645	38,831	11,632	11,236	96.6	27,552	38,216	4,329	2,119
Defiance	25,863	24,367	7,224	7,007	97.0	18,965	24,415	4,345	2,551
Delaware	30,182	26,780	8,430	8,151	96.7	18,733	23,167	3,234	1,766
Erie	52,158	43,201	14,569	14,263	97.9	46,306	49,945	15,872	9,826
Fairfield	52,012	48,490	14,528	14,034	96.6	32,633	36,969	10,122	5,459
Fayette	22,441	21,385	6,268	5,929	94.6	18,921	20,877	2,833	1,384
Franklin	500,935	388,712	139,925	137,406	98.2	499,369	505,002	145,120	90,912
Fulton	25,501	23,626	7,123	6,916	97.1	19,228	24,433	3,744	1,928
Gallia	24,851	24,930	6,941	6,378	91.9	11,604	13,084	1,564	892
Geauga	26,528	19,430	7,410	7,121	96.1	11,808	16,171	2,447	1,457
Greene	56,620	35,863	15,815	15,229	96.3	24,068	38,071	4,613	2,628
Guernsey	38,180	38,822	10,664	10,173	95.4	23,577	26,563	5,367	2,781
Hamilton	718,019	621,987	200,563	195,348	97.4	706,039	752,351	267,512	181,289
Hancock	44,158	40,793	12,334	12,074	97.9	33,060	41,410	8,772	5,109

(Continued on page 172)

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

WHIO-TV

FIRST in the Dayton, Ohio MARKET

Represented Nationally by The George P. Hollingbery Co.

CHANNEL 13
whio-tv -AM -FM
DAYTON, OHIO

News • Sports • CBS, ABC, DuMont Best Shows

Affiliated with The Dayton Daily News and Journal-Herald

MORE MUSIC NEWS SPORTS

CASH IN ON AKRON'S 1,030,000 LISTENERS WITH

Wcue

AKRON'S ONLY INDEPENDENT

Being right in the center of Akron's dial traffic (1150) is just one reason why Wcue has become the number one choice of thousands of listeners in Ohio's FOURTH Market. Our local programming format of news every hour on the hour with music in between plus Sports has struck home—it's entertainment tailored to local interests—*selling* to more than 1,030,000 people within our primary service area.

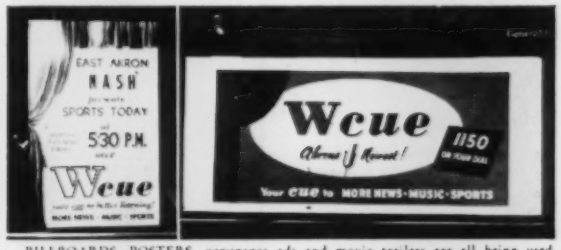
We have a Hooper story, too, and our ratings are growing with every report. You'll continue to hear more about Wcue, for we're promoting for all we're worth—both locally and NATIONALLY.

That's our story in a nutshell . . . people, programs and promotion! Keep your eye on Wcue, Akron's cue to better listening, your cue to greater sales. Get complete details from Forjoe and Company or write us direct. The Akron Broadcasting Corporation, Palace Theatre Arcade, Akron 8, Ohio.

1000 watts - 1150 kc

EVERY HOUR ON THE HOUR — WCUE listeners get the news of the town ahead of the town.

MIND (?) OVER PLATTER—The zany Jerry Crocker show is but one of our many new and different musical programs.



BILLBOARDS, POSTERS, newspaper ads and movie trailers are all being used to build more listeners for us — a bigger audience for your sales message.

—Wcue

AKRON, OHIO

FORJOE & CO. National Representative

OHIO RADIO MARKET DATA BY COUNTIES

(Continued from page 170)

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Hardin	28,598	27,061	7,988	7,700	96.4	17,711	20,822	3,258	1,482
Harrison	18,972	20,313	5,299	5,071	95.7	9,433	11,386	2,664	1,415
Henry	22,370	22,756	6,248	6,079	97.3	15,759	20,247	2,213	1,086
Highland	28,085	27,099	7,844	7,459	95.1	19,606	21,997	3,174	1,350
Hocking	19,488	21,504	5,443	5,143	94.5	11,270	12,678	2,240	1,071
Holmes	18,732	17,876	5,232	4,818	92.1	9,462	9,359	989	472
Huron	39,226	34,800	10,956	10,714	97.8	30,102	34,856	6,620	3,715
Jackson	27,666	27,004	7,727	7,247	93.8	17,145	18,780	4,119	2,204
Jefferson	95,949	98,129	26,801	25,889	96.6	78,982	78,655	23,406	15,697
Knox	35,013	31,024	9,780	9,496	97.1	24,958	31,587	7,163	4,852
Lake	75,359	50,020	21,050	20,797	98.8	47,451	60,068	12,613	8,340
Lawrence	48,963	46,705	13,676	12,828	93.8	20,050	28,251	7,441	4,591
Licking	70,427	62,279	19,672	19,062	96.9	50,199	57,546	13,868	8,688
Logan	31,148	29,624	8,700	8,447	97.1	22,873	31,270	3,824	1,974
Lorain	146,501	112,390	40,922	40,185	98.2	105,387	129,205	43,662	30,943
Lucas	392,640	344,333	109,675	107,810	98.3	379,782	445,273	147,271	107,206
Madison	22,212	21,811	6,204	5,893	95.0	15,730	22,771	2,005	892
Mahoning	256,863	240,251	71,749	69,740	97.2	232,888	248,867	84,902	59,590
Marion	49,830	44,898	13,918	13,528	97.2	39,326	51,029	12,322	7,459
Medina	40,274	33,034	11,249	11,024	98.0	29,550	36,010	6,847	3,998
Meigs	23,300	24,104	6,508	6,078	93.4	13,179	14,194	2,025	861
Mercer	28,200	26,256	7,877	7,656	97.2	18,178	26,735	4,491	2,381
Miami	61,128	52,632	17,074	16,766	98.2	45,313	53,926	12,584	7,831
Monroe	15,296	18,641	4,272	3,951	92.5	5,686	6,150	683	181
Montgomery	396,552	295,480	110,768	108,552	98.0	345,415	406,918	151,621	112,494
Morgan	12,772	14,227	3,567	3,881	94.8	6,371	7,451	796	348
Morrow	17,129	15,646	4,784	4,597	96.1	7,041	9,210	1,301	813
Muskingum	73,718	69,795	20,591	19,911	96.7	61,384	62,431	19,239	11,408
Noble	11,709	14,587	3,270	3,024	92.5	5,189	5,118	993	558
Ottawa	29,311	24,360	8,187	8,006	97.8	19,636	23,279	4,487	2,915
Paulding	15,008	15,527	4,192	4,045	96.5	8,834	8,845	1,050	488
Perry	28,911	31,087	8,075	7,719	95.6	15,671	16,855	4,018	2,596

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

can you MATCH this? buys . . . 618 prosperous Ohio rural radio listeners on . . .

WRFD

Ohio's Rural Radio Station
Worthington, Ohio

no other station can MATCH it!

For choice availabilities, call WRFD *or* Taylor Co.

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
...kaway	29,292	27,889	8,182	7,731	94.5	14,811	20,672	1,914	990
...ne	14,576	16,113	4,071	3,708	91.1	5,481	5,823	416	128
...rtage	63,667	46,660	17,784	17,321	97.4	33,252	44,572	10,825	7,298
...bble	26,987	23,329	7,538	7,296	96.8	16,152	17,558	1,780	779
...mam	25,159	25,016	7,027	6,837	97.3	14,972	18,788	1,828	746
...kland	90,140	73,853	25,178	24,598	97.7	75,575	87,028	30,053	21,416
...ss	54,256	52,147	15,155	14,397	95.0	34,558	38,420	7,250	4,351
...ndusky	46,003	41,014	12,850	12,554	97.7	37,027	41,602	10,269	6,038
...ato	82,596	86,565	23,071	21,963	95.2	58,311	60,293	18,854	10,854
...neca	52,915	48,499	14,780	14,395	97.4	41,037	48,191	12,953	7,981
...elby	28,378	26,071	7,926	7,735	97.6	18,353	22,858	6,330	3,911
...rk	281,560	234,887	78,648	76,917	97.8	242,062	226,922	90,765	60,705
...mmit	407,981	339,405	113,961	112,023	98.3	365,642	395,325	140,253	104,734
...mbull	157,249	132,315	43,924	42,869	97.6	104,524	116,416	48,671	34,203
...scarawas	70,083	68,816	19,576	18,890	96.5	53,996	55,107	13,852	8,418
...pion	20,781	20,012	5,804	5,635	97.1	15,627	15,162	1,831	986
...n Wert	26,906	26,759	7,515	7,334	97.6	19,272	24,148	4,111	2,200
...nton	10,735	11,573	2,998	2,755	91.9	3,251	3,510	708	354
...rren	38,358	29,894	10,714	10,360	96.7	19,680	26,303	5,047	3,228
...shington	43,645	43,537	12,191	11,496	94.3	25,824	30,221	6,416	3,213
...yne	58,544	50,520	16,353	15,780	96.5	43,529	53,660	11,727	7,514
...illiams	26,125	25,510	7,297	7,121	97.6	21,779	24,291	4,728	2,622
...ood	59,353	51,796	16,579	16,197	97.7	33,514	42,364	5,030	2,509
...yandot	19,720	19,218	5,508	5,320	96.6	15,176	15,142	2,239	1,157

OKLAHOMA

SPOT RATE FINDER

...DA, Pontotoc, 8,581 fam., 90.1% radio, 7,731 radio fam.

...LDA, 250w, 1230kc, ABC, Taylor, Conlan, BMB

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

...LTUS, Jackson, 5,554 fam., 89.2% radio, 4,954 radio fam.

...WHW, 250w, 1450kc, MBS

D	3.00	3.00	4.00	15.00	24.00	40.00
N	3.00	3.00	4.00	15.00	24.00	40.00

...RDMORE, Carter, 10,149 fam., 87.8% radio, 8,910 radio fam.

...VSO, 250w, 1240kc, ABC, Taylor

N	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

...ARTLESVILLE, Washington, 9,196 fam., 93.2% radio, 8,570 radio fam.

...WON, 250w, 1400kc, MBS

D	4.00	4.00	9.00	20.00	36.00	60.00
N	4.00	4.00	9.00	20.00	36.00	60.00

...HICKASHA, Grady, 9,711 fam., 88.1% radio, 8,555 radio fam.

...WCO, 250w-D, 1560kc, MBS

D	4.00	4.50	9.00	18.00	27.00	45.00

CLINTON, Custer, 5,884 fam., 89.9% radio, 5,289 radio fam.

...WOE, 1kw-D, 1320kc, LBS

D	4.00	5.50	8.75	17.50	33.60	56.00

DUNCAN, Stephens, 9,484 fam., 88.7% radio, 8,412 radio fam.

...RHD, 250w-D, 100w-N, 1350kc, MBS

D	4.63	4.63	8.46	18.00	30.00	50.00
N	5.79	5.79	10.58	22.50	37.50	62.50

DURANT, Byran, 8,082 fam., 87.9% radio, 7,104 radio fam.

...SEO, 250w-D, 750kc, Conlan

D	3.00	4.50	6.00	18.00	27.00	40.00

...SEO-FM, Chan. 296, 107.3mc, 1kw, Bonus

EL RENO, Canadian, 7,155 fam., 92.6% radio, 6,625 radio fam.

...CHE, 500w-D, 1590kc

D		4.00	7.00	12.50	22.00	40.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

ELK CITY, Beckham, 22,169 fam., 88.4% radio, 6,032 radio fam.

KASA, 250w, 1240kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	3.50	4.50	9.00	16.00	24.00	40.00
N	3.50	4.50	9.00	16.00	24.00	40.00

ENID, Garfield, 14,741 fam., 93.6% radio, 13,797 radio fam.

2 AM affiliates, average 1-time rate

D	5.44	5.70	11.87	19.00	28.50	47.50
N	7.68	8.55	17.81	28.50	42.75	71.25

KCRC, 1kw, 1390kc, ABC, Taylor, Conlan

D	6.00	6.00	12.50	20.00	30.00	50.00
N	9.00	9.00	18.75	30.00	45.00	75.00

KCRC-FM, Chan. 274, 102.7mc, 5.2kw, Bonus

KGWA, 1kw, 960kc, MBS, Rambeau

D	4.88	5.40	11.25	18.00	27.00	45.00
N	6.37	8.10	16.88	27.00	40.50	67.50

FREDERICK, Tillman, 4,896 fam., 89.6% radio, 4,386 radio fam.

KTAT, 250w-D, 1570kc, LBS, Best

D	2.25	5.00	9.00	18.00	30.00	51.00

GUYMON, Texas, 3,973 fam., 91.3% radio, 3,627 radio fam.

KGYN, 1kw-D, 1220kc, BMB, Conlan

D	3.95	5.70	10.00	18.00	33.00	57.00

HOBART, Kiowa, 5,281 fam., 89.8% radio, 4,742 radio fam.

KTJS, 250w-D, 1420kc

D	4.60	6.10	11.00	17.50	33.00	56.00

HUGO, Choctaw, 5,668 fam., 82.1% radio, 4,653 radio fam.

KIHN, 250w, 1340kc

D	3.00	3.75	6.30	12.60	21.00	35.00
N	3.00	3.75	6.30	12.60	21.00	35.00

LAWTON, Comanche, 14,126 fam., 88.3% radio, 12,473 radio fam.

KSWO, 1kw, 1380kc, ABC, Taylor, Conlan

D	6.00	6.00	10.00	16.00	24.00	40.00
N	9.00	9.00	15.00	24.00	36.00	60.00

(Continued on page 174)

MARKET INDICATORS FOR OKLAHOMA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,330,253	'50	2,336,434	'40
% of U.S.	1.49%	'50	1.77%	'40
Families	650,908	'50	615,320	'40
Percent Radio	89.5%	'49	82.7%	'46
Radio Families	582,562	'50	472,000	'46
Retail Sales	$1,618,183,000	'49	1,634,205,000	'48
Retail Trade Employes	87,592	'48	62,774	'39
Wholesale Sales Volume	$1,719,811,000	'48	461,500,000	'39
Wholesale Trade Employes	25,019	'48	16,234	'39
Employment (Mid-March)	335,936	'48	318,780	'47
Taxable Payrolls (1st quarter)	$ 193,748,000	'48	168,687,000	'47
Income	$2,361,000,000	'48	829,000,000	'40
Percent distribution	1.15%	'48	1.09%	'40
Per Capita Income	$1,029	'48	356	'40
Percent of national per capita income	73%	'48	62%	'40
New Construction (Private)	$ 177,600,000	'47	44,400,000	'39
Residential	$ 75,200,000	'47	22,600,000	'39
Non-Residential	$ 34,200,000	'48	4,600,000	'39
Value added by Manufacture	$ 341,027,000	'47	101,782,000	'39
Automobile Registration	753,724	'49	683,465	'48
Telephones	514,400	'49	343,000	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

50,000 WATTS 740 KILOCYCLES

KRMG TULSA

JOHN BLAIR ABC

OKLAHOMA

SPOT RATE FINDER

(Continued from page 173)

McALESTER, Pittsburg, 11,438 fam., 87.3% radio, 9,985 radio fam.

KNED, 1kw-D, 1460kc

	SB	1M	5M	15M	30M	1 Hr
D	3.50	4.00	10.00	20.00	35.00	60.00

KTMC, 250w, 1400kc, ABC, Taylor

D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

MIAMI, Ottawa, 8,938 fam., 88.7% radio, 7,928 radio fam.

KGLC, 1kw, 910kc

D	3.00	6.00	12.00	18.00	30.00
N	4.00	8.00	15.00	25.00	45.00

MUSKOGEE, Muskogee, 18,264 fam., 86.6% radio, 15,816 radio fam.

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2 AM affiliates, average 1-time rate

D	4.00	6.25	10.50	12.00	25.50	42.50
N	4.50	7.00	11.50	18.50	30.00	50.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

KBIX, 250w, 1490kc, ABC, Taylor, Conlan, BMB

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	10.00	16.00	24.00	40.00
N	4.00	6.00	10.00	16.00	24.00	40.00

KBIX-FM, Chan. 253, 98.5mc, 3.3kw, Bonus

KMUS, 1kw-D, 500w-N, 1380kc, MBS

D	4.00	6.50	11.00	18.00	27.00	45.00
N	5.00	8.00	13.00	21.00	36.00	60.00

KMUS-FM, Chan. 268, 101.5mc, 8.5kw, Bonus

NORMAN, Cleveland, 11,562 fam., 92.0% radio, 10,637 radio fam.

KNOR, 250w, 1400kc

D	2.50	3.50	7.00	15.00	30.00	60.00
N	2.50	3.50	7.00	15.00	30.00	60.00

OKLAHOMA CITY, Oklahoma, 90,089 fam., 93.1% radio, 83,872 radio fam.

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4 AM affiliates, average 1-time rate

D	16.33	15.25	19.16	38.25	64.75	110.00
N	25.00	20.66	30.00	71.75	114.50	193.75

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3 AM non-affiliates, average 1-time rate.

D	7.33	9.66	14.33	23.66	41.66	67.50

KBYE, 1kw-D, 890kc

D	6.00	9.00	15.00	24.00	40.00	60.00

KLPR, 1kw-D, 1140kc

D	10.00	10.00	12.00	20.00	40.00

KOCY, 250w, 1340kc, MBS, Walker

D		7.00	12.50	25.00	35.00	60.00
N		10.00	20.00	45.00	70.00	120.00

KOCY-FM, Chan. 234, 94.7mc, 70kw, Walker, Bonus

KOMA, 50kw, 1520kc, CBS, Avery-Knodel, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	15.00	20.00	30.00	40.00	80.00	150.00
N	30.00	40.00	50.00	90.00	160.00	275.00

KOMA-FM, Chan. 290, 105.9mc, 2.10kw, Bonus

KTOK, 5kw-D, 1kw-N, 1000kc, ABC, Taylor

D	9.00	9.00	15.00	24.00	36.00	60.00
N	12.00	12.00	20.00	32.00	48.00	80.00

KTOK-FM, Chan. 282, 104.3mc, 43kw
(No rates available)

KTOW, 250w-D, 800kc

D	6.00	10.00	16.00	27.00	45.00	75.00

WKY, 5kw, 930kc, NBC, Katz

D	25.00	25.00		64.00	108.00	170.00
N	33.00			120.00	180.00	300.00

WKY-TV, Chan. 4, 6.2kw-aur.; 12.1kw-vis., Katz

N	50.00	60.00	87.50	140.00	210.00	350.00

OKMULGEE, Okmulgee, 12,433 fam., 87.0% radio, 10,816 radio fam.

KHBH, 250w, 1240kc, MBS, Taylor

D	4.80	6.00	9.60	16.00	28.00	48.00
N	5.60	8.00	12.00	20.00	36.00	60.00

PAULS VALLEY, Garvin, 8,221 fam., 85.8% radio, 7,053 radio fam.

KVLH, 250w-D, 1470kc, Conlan, BMB

D	3.00	9.00	12.00	24.00	40.00

PONCA CITY, Kay, 13,665 fam., 93.2% radio, 12,735 radio fam.

WBBZ, 250w, 1230kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	6.00	8.00	15.00	30.00	45.00	75.00
N	6.00	8.00	15.00	30.00	45.00	75.00

PRYOR, Mayes, 5,475 fam., 85.5% radio, 4,681 radio fam.

KOLS, 250w-D, 1570kc

D	1.50	3.00	6.00	12.00	22.00	40.00

SEMINOLE, Seminole, 11,356 fam., 89.2% radio, 10,140 radio fam.

KSMI, 500w-D, 1260kc, MBS, Best, BMB

D	3.00	4.00	7.00	11.00	20.00	35.00

SHAWNEE, Pottawatomie, 12,229 fam., 90.0% radio, 11,006 radio fam.

KGFF, 250w, 1450kc, ABC, Taylor

D	4.50	4.50	7.50	12.00	18.00	30.00
N	4.50	4.50	7.50	12.00	18.00	30.00

STILLWATER, Payne, 12,929 fam., 91.6% radio, 11,842 radio fam.

KSPI, 250w-D, 780kc, MBS, Ra-Tel

D	4.00	6.00	9.00	15.00	25.00	40.00
N	6.00	9.00	12.00	20.00	30.00	50.00

KSPI-FM, Chan. 230, 93.9mc, 11kw, Ra-Tel Bonus

K T O K

Doing a Top Job in Oklahoma

5000 watts — *Center of the Dial* — 1000 kc

KTOK

1800 WEST MAIN - - - - - - - OKLAHOMA CITY, OKLA.

O. L. Taylor Company

NEW YORK CHICAGO

TULSA, Tulsa, 69,457 fam., 93.9% radio, 65,220 radio fam.

(AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	13.75	13.75	26.37	45.25	68.50	117.50
N	27.00	27.00	51.75	88.50	134.00	230.00

(AM non-affiliates, average 1-time rate

D	7.00	10.50	16.00	26.50	42.00	70.00

(AKC, 1kw, 970kc, Walker

D	6.00	9.00	12.00	21.00	36.00	60.00
N	7.00	12.00	20.00	35.00	60.00	100.00

(AKC-FM, Chan. 238, 95.5mc, 8.2kw, Bonus

(FMJ, 1kw-D, 1050kc, Forjoe

D	8.00	12.00	20.00	32.00	48.00	80.00

(OME, 5kw-D, 1kw-N, 1300kc, MBS, Weed

D	9.00	9.00	18.00	36.00	54.00	90.00
N	16.00	16.00	32.00	64.00	96.00	160.00

(OTV(TV), Chan. 6, 8.5kw-aur., 16.55kw-vis., ABC, CBS, NBC, DuMont, Young

D	21.00	28.00	43.75	70.00	105.00	175.00
N	30.00	40.00	62.50	100.00	150.00	250.00

(RMG, 50kw-D, 10kw-N, 740kc, ABC, Blair

D	14.00	14.00	25.00	45.00	70.00	130.00
N	28.00	28.00	50.00	90.00	140.00	260.00

(TUL, 5kw, 1430kc, CBS, Avery-Knodel, BMB, Hooper

D	12.00	12.00	20.00	40.00	60.00	100.00
N	24.00	24.00	40.00	80.00	120.00	200.00

(TUL-FM, Chan. 246, 97.1mc, 2.6kw, Bonus

(VOO, 50kw, 1170kc, NBC, Petry, BMB, Hooper

D	20.00	20.00	42.50	60.00	90.00	150.00
N	40.00	40.00	85.00	120.00	180.00	300.00

WOODWARD, Woodward, 4,015 fam., 90.1% radio, 3,617 radio fam.

(SIW, 250w, 1450kc, MBS

D	3.50	5.25	8.00	16.00	24.00	40.00
N	3.50	5.25	8.00	16.00	24.00	40.00

THE NO. 1 MARKET IN OKLAHOMA IS THE TULSA AREA MARKET *Blanketed* ONLY BY KVOO

plus bonus counties in Kansas, Missouri, and Arkansas

Yes, KVOO, alone, blankets Oklahoma's richest No. 1 market! In addition, adjoining rich counties in Kansas, Missouri and Arkansas, constituting a part of the Tulsa Trade Territory, are within KVOO's 51-100% BMB daytime area. In the 30 county area, comprising 34.8% of the state's land area, are concentrated 58% of Oklahoma's Industrial Wage earners receiving 61% of the state industrial payroll; 46.8% of the population, 44.9% of retail sales, and 44.3% of effective buying power. Tulsa is the Oil Capital of the World, having more oil producing, refining, and marketing companies maintaining home offices there than in any other city. This insures a consistent high level of income. Tulsa is the center of a rich agricultural region of diversified interests. KVOO maintains one of the southwest's oldest and most complete Farm Departments. STATION INFORMATION: 1170 clear channel full-time 50,000 watts day and night. Standard and World transcription library. U.P. news. Operating time: 6 days a week, 5:25 a.m. to 2:30 a.m. Sundays: 7:30 a.m. to 2:30 a.m. Owned and operated by Southwestern Sales Corp., Philtower, Tulsa 3, Oklahoma. Wm. B. Way, General Manager; Gustav Brandborg, Commercial Manager. HOOPER RATING: latest over-all available gives KVOO 34.0; station "B" 27.1; station "C" 11.7; station "D" 11.6; station "E" 8.7; station "F" daytime only.

1949 KVOO BMB DAYTIME

Counties with:	No. of Counties	1949 BMB Radio Families	BMB-KVOO Total Weekly Families*	Percent	KVOO 6 or 7 Day Audience#	Percent
51-100%	49	381,660	317,650	83.2	230,090	60.3
26-50%	28	139,470	50,990	36.6	20,360	14.6
10-25%	69	284,560	42,740	15.0	13,660	4.8
	146	805,690	411,380		264,110	

1949 KVOO BMB NIGHTTIME

					KVOO 6 or 7 Night Audience#	
51-100%	40	316,780	258,640	81.6	148,830	47.0
26-50%	60	238,940	86,970	36.4	25,820	10.8
10-25%	210	723,480	110,310	15.2	28,570	3.9
	310	1,279,200	445,920		203,220	

**Families in counties in which 10% or more of the 1949 radio families listen to KVOO at least once a week.*

#Families among 1949 radio families listening to KVOO 6 or 7 days (or nights) a week.

NBC AFFILIATE
Edward Petry & Co., Inc.
National Representatives

RADIO STATION KVOO

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

Oklahoma's Greatest Station for 25 Years

OKLAHOMA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qr. 1948 ($000)
Adair	14,766	15,755	4,124	3,352	81.3	3,155	3,408	414	121
Alfalfa	10,631	14,129	2,969	2,761	93.0	7,607	7,745	721	263
Atoka	14,248	18,702	3,979	3,222	81.0	4,980	5,329	2,031	1,183
Beaver	7,399	8,648	2,066	1,861	90.1	2,951	3,887	326	146
Beckham	21,596	22,169	6,032	5,332	88.4	15,297	19,394	1,994	794
Blaine	14,991	18,542	4,187	3,705	88.5	10,864	11,234	1,239	648
Bryan	28,935	38,138	8,082	7,104	87.9	17,909	17,386	1,952	725
Caddo	34,839	41,567	9,731	8,602	88.4	21,266	22,484	2,040	918
Canadian	25,616	27,329	7,155	6,625	92.6	18,624	18,575	2,076	954
Carter	36,335	43,292	10,149	8,910	87.8	26,514	28,118	5,029	2,440
Cherokee	18,932	21,030	5,288	4,230	80.0	5,714	6,123	501	171
Choctaw	20,295	28,358	5,668	4,653	82.1	8,868	9,140	1,151	423
Cimarron	4,581	3,654	1,279	1,147	89.7	2,525	4,304	202	98
Cleveland	41,393	27,728	11,562	10,637	92.0	17,020	21,832	2,707	1,123
Coal	8,035	12,811	2,244	1,896	84.5	4,315	2,750	230	114
Comanche	50,572	38,988	14,126	12,473	88.3	36,243	39,850	5,115	2,244
Cotton	10,168	12,884	2,840	2,547	89.7	7,879	6,790	826	334
Craig	18,242	21,083	5,095	4,417	86.7	11,307	8,927	1,134	458
Creek	43,072	55,503	12,031	10,623	88.3	27,562	26,294	4,134	1,814
Custer	21,065	23,068	5,884	5,289	89.9	16,816	19,512	2,287	1,103
Delaware	14,736	18,592	4,116	3,440	83.6	3,496	2,950	374	126
Dewey	8,780	11,981	2,452	2,189	89.3	5,066	5,022	276	90
Ellis	7,304	8,466	2,040	1,844	90.4	5,098	4,806	334	126
Garfield	52,776	45,484	14,741	13,797	93.6	55,234	51,780	9,014	4,780
Garvin	29,433	31,150	8,221	7,053	85.8	13,523	19,729	1,765	697
Grady	34,767	41,116	9,711	8,555	88.1	23,746	24,304	2,968	1,261
Grant	10,465	13,128	2,923	2,776	95.0	7,539	6,511	598	266
Greer	11,701	14,550	3,268	2,856	87.4	8,236	7,926	731	284
Harmon	8,078	10,019	2,256	2,016	89.4	3,668	5,726	368	142
Harper	4,880	6,454	1,363	1,230	90.3	3,156	4,746	294	103
Haskell	13,307	17,324	3,717	3,178	85.5	4,895	4,483	452	165
Hughes	20,649	29,189	5,767	5,034	87.3	12,108	11,368	1,301	520
Jackson	19,886	22,708	5,554	4,954	89.2	13,081	16,693	1,610	660
Jefferson	11,112	15,107	3,103	2,724	87.8	6,224	6,402	498	161
Johnston	10,586	15,960	2,956	2,553	86.4	3,940	2,994	221	71
Kay	48,922	47,084	13,665	12,735	93.2	44,148	41,487	8,238	4,771
Kingfisher	12,871	15,617	3,595	3,264	90.8	10,660	12,556	919	352
Kiowa	18,908	22,817	5,281	4,742	89.8	13,643	15,630	1,460	585
Latimer	9,647	12,380	2,694	2,262	84.0	3,463	2,876	243	78
Le Flore	35,225	45,866	9,839	8,323	84.6	14,242	13,394	1,853	795
Lincoln	22,017	29,529	6,150	5,393	87.7	11,033	13,353	1,233	512
Logan	22,053	25,245	6,160	5,507	89.4	18,181	14,815	1,692	755
Love	7,728	11,433	2,158	1,877	87.0	3,034	2,912	177	55
McClain	14,608	19,250	4,080	3,541	86.8	6,242	7,013	482	156
McCurtain	31,504	41,318	8,800	7,101	80.7	10,505	11,700	2,097	770
McIntosh	17,824	24,097	4,978	4,221	84.8	6,139	6,526	431	141
Major	10,261	11,946	2,866	2,559	89.3	5,269	6,264	555	218
Marshall	8,151	12,384	2,276	1,984	87.2	4,708	3,879	818	417
Mayes	19,601	21,668	5,475	4,681	85.5	8,817	8,689	971	318
Murray	10,742	13,841	3,000	2,631	87.7	6,515	6,499	891	338
Muskogee	65,386	65,914	18,264	15,816	86.6	46,291	42,260	9,667	4,691
Noble	12,181	14,826	3,402	3,112	91.5	9,500	9,246	928	398
Nowata	12,708	15,774	3,549	3,091	87.1	7,742	6,326	1,133	526
Okfuskee	16,966	26,279	4,739	4,028	85.0	8,817	7,292	775	288
Oklahoma	322,520	244,159	90,089	83,872	93.1	333,164	317,487	81,618	47,113
Okmulgee	44,513	50,101	12,433	10,816	87.0	31,016	27,617	7,269	4,119
Osage	32,944	41,502	9,202	8,401	91.3	24,389	16,788	1,604	625
Ottawa	32,000	35,849	8,938	7,928	88.7	21,351	22,304	5,462	3,245
Pawnee	13,508	17,395	3,773	3,342	88.6	7,862	6,932	760	375
Payne	46,289	36,057	12,929	11,842	91.6	25,819	31,347	4,374	2,262
Pittsburg	40,949	48,985	11,438	9,985	87.3	24,337	26,582	2,919	1,315
Pontotoc	30,723	39,792	8,581	7,731	90.1	26,306	26,097	4,764	2,449
Pottawatomie	43,782	54,377	12,229	11,006	90.0	36,350	33,519	5,363	2,344
Pushmataha	11,961	19,466	3,341	2,616	78.3	5,440	4,614	359	109
Roger Mills	7,412	10,736	2,070	1,798	86.9	3,531	2,822	137	40
Rogers	19,612	21,078	5,478	4,749	86.7	9,449	9,512	1,115	524
Seminole	40,655	61,201	11,356	10,140	89.3	31,727	27,189	4,342	1,945
Sequoyah	19,477	23,138	5,440	4,444	81.7	4,433	4,670	433	186
Stephens	33,956	31,090	9,484	8,412	88.7	21,756	28,560	4,598	2,616
Texas	14,226	9,896	3,973	3,627	91.3	8,937	15,085	1,280	680
Tillman	17,531	20,754	4,896	4,386	89.6	9,738	13,993	1,092	419
Tulsa	248,658	193,363	69,457	65,220	93.9	246,812	254,005	67,103	41,718
Wagoner	16,737	21,642	4,675	3,810	81.5	5,628	6,312	415	140
Washington	32,922	30,559	9,196	8,570	93.2	29,137	25,256	10,439	8,705
Washita	17,577	22,279	4,909	4,442	90.5	9,328	9,890	684	263
Woods	14,502	14,915	4,050	3,750	92.6	12,023	14,047	1,254	608
Woodward	14,376	16,270	4,015	3,617	90.1	14,275	12,858	1,424	669

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

FOR 1950 - COSTS ARE DOWN AT KTUL

LOOK WHAT HAPPENED TO KTUL LISTENERS and RATES, 1943-1950

1943-1944

WHEN TULSA HAD ONLY THREE RADIO STATIONS

HOOPER Report showed:

Time	KTUL Share of Audience	No. of Homes Reached by KTUL	KTUL 15-Min. Cost (260-Time)	KTUL Cost Per 1,000 Homes
Morning 8:00-12:00 a.m.	26.2	2,264	$24.50	$10.82
Afternoon 12:00- 6:00 p.m.	17.4	1,932	$24.50	$12.68
Evening 6:00-10:00 p.m.	26.7	5,832	$49.00	$ 8.40

1949-1950

WHEN TULSA HAD SIX AM, ONE TV, AND THREE FM STATIONS

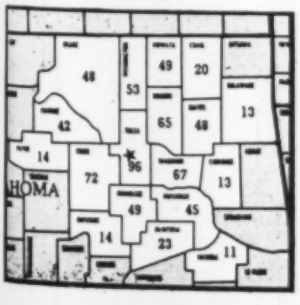
HOOPER Report showed:

Time	KTUL Share of Audience	No. of Homes Reached by KTUL	KTUL 15-Min. Cost (260-Time)	KTUL Cost Per 1,000 Homes
Morning 8:00-12:00 a.m.	26.1	3,566	$28.00	$ 7.85
Afternoon 12:00- 6:00 p.m.	17.7	2,669	$28.00	$10.49
Evening 6:00-10:00 p.m.	33.7	7,540	$56.00	$ 7.42

Today KTUL Costs **27%** LESS in the Morning, **17%** LESS in the Afternoon, and **12%** LESS in the Evening than it did Six Years Ago!

Just add the Tulsa County figures shown above to the entire BMB coverage for the FULL story.

KTUL Adequately Covers Northeastern Oklahoma's Billion Dollar Market!



BMB Daytime Coverage Map
KTUL, Tulsa, Oklahoma

NO OTHER TULSA STATION CAN SHOW AN INCREASE IN SHARE OF AUDIENCE. YES, KTUL IS YOUR BEST BUY.

KTUL TULSA'S EXCLUSIVE RADIO CENTER
AVERY-KNODEL, INC.
Radio Station Representatives
JOHN ESAU, *Vice Pres. & Gen. Mgr.*

OREGON

SPOT RATE FINDER

ALBANY, Linn, 14,978 fam., 96.7% radio, 14,483 radio fam.
KWIL, 250w, 1240kc, MBS, Keating, Radio Sales

	SB	1M	5M	15M	30M	1 Hr
D	4.12	4.12	6.00	10.00	15.00	25.00
N	5.50	5.50	8.50	14.00	21.00	35.00

KWIL-FM, Chan. 269, 101.7mc, 0.71kw, Bonus

ASHLAND, Jackson, 16,171 fam., 97.2% radio, 15,718 radio fam.
KWIN, 250w, 1400kc, Grant

D	3.09	4.12	6.00	12.00	18.00	30.00
N	4.12	5.50	8.50	16.00	24.00	40.00

ASTORIA, Clatsop, 8,539 fam., 97.4% radio, 8,316 radio fam.
KAST, 1kw, 1370kc, MBS, Keating

D	4.12	6.00	10.00	15.00	25.00
N	5.50	8.50	14.00	21.00	35.00

BAKER, Baker, 4,487 fam., 96.3% radio, 4,320 radio fam.
KBKR, 250w, 1490kc

D	3.75	3.75	5.50	10.75	18.00	30.00
N	3.75	3.75	5.50	10.75	18.00	30.00

BEND, Deschutes, 6,063 fam., 97.0% radio, 5,881 radio fam.
KBND, 1kw, 1270kc, MBS, Grant, Conlan

D	5.00	5.00	7.00	14.00	21.00	35.00
N	6.00	6.00	8.50	16.00	24.00	40.00

COOS BAY, Coos, 11,608 fam., 97.0% radio, 11,259 radio fam.
KOOS, 250w, 1230kc, MBS, Keating

D	3.50	5.25	7.00	14.00	21.00	35.00
N	4.00	6.00	8.00	16.00	24.00	40.00

COQUILLE, Coos, 11,608 fam., 97.0% radio, 11,259 radio fam.
KWRO, 250w, 1450kc, Gene Grant

D	3.00	4.50	6.00	12.00	18.00	30.00
N	3.50	5.25	7.00	14.00	21.00	35.00

CORVALLIS, Benton, 8,805 fam., 97.8% radio, 8,611 radio fam.
KRUL, 250w, 1340kc, LBS, Keating

D	4.50	4.50	6.50	14.00	21.00	35.00
N	3.60	3.60	5.20	11.20	16.80	28.00

THE DALLES, Wasco, 4,332 fam., 96.9% radio, 4,197 radio fam.
KODL, 250w-D, 100w-N, 1230kc, Keating, Griffith

D	1.75	2.50	7.50	12.00	20.00	35.00
N	1.75	2.50	7.50	12.00	20.00	35.00

EUGENE, Lane, 34,901 fam., 97.6% radio, 34,063 radio fam.

2 AM affiliates, average 1-time rate

D	5.00	8.50	14.00	21.00	35.00
N	7.00	12.00	20.00	30.00	50.00

2 AM non-affiliates, average 1-time rate

D	5.50	10.95	16.50	27.25	43.75
N	7.50	15.65	24.00	36.00	60.00

KASH, 1kw, 1600kc, Cooke

D	7.50	15.00	22.00	38.00	60.00
N	10.00	21.30	32.00	48.00	80.00

KERG, 1kw, 1280kc

D	3.50	3.50	6.90	11.00	16.50	27.50
N	5.00	5.00	10.00	16.00	24.00	40.00

KORE, 250w, 1450kc, MBS, McKinney, Conlan

D	5.00	8.50	14.00	21.00	35.00	
N	7.00	12.00	20.00	30.00	50.00	

KUGN, 250w, 1400kc, ABC, Grant

D	5.00	5.00	8.50	14.00	21.00	35.00
N	7.00	7.00	12.00	20.00	30.00	50.00

KUGN-FM, Chan. 256, 96.9mc, 3.1kw, Bonus

GRANTS PASS, Josephine, 7,350 fam., 95.6% radio, 7,026 radio fam.
KUIN, 250w, 1340kc, MBS, Grant

D	4.32	4.32	6.48	10.80	16.20	27.00
N	6.40	6.40	9.60	16.00	24.00	40.00

KGPO(FM), Chan. 245, 96.9mc, 3.1kw, Bonus

KLAMATH FALLS, Klamath, 11,735 fam., 97.6% radio, 11,453 radio fam.

2 AM affiliates, average 1-time rate

D	4.50	5.00	9.50	15.00	23.00	35.00
N	4.85	5.42	10.37	16.25	25.50	37.50

KFJI, 5kw-D, 1kw-N, 1150kc, MBS, Grant

D	4.00	4.00	9.00	15.00	21.00	35.00
N	4.00	4.00	9.00	15.00	21.00	35.00

KFLW, 250w, 1450kc, ABC, McKinney, Hooper, Conlan

D	5.00	6.00	10.00	15.00	25.00	35.00
N	5.70	6.85	11.75	17.50	30.00	40.00

LA GRANDE, Union, 4,914 fam., 97.2% radio, 4,776 radio fam.
KLBM, 250w, 1450kc

D	3.75	3.75	5.50	10.75	18.00	30.00
N	3.75	3.75	5.50	10.75	18.00	30.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

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McMINNVILLE, Yamhill, 9,332 fam., 97.8% radio, 9,126 radio fam.
KMCM, 1kw, 1260kc

	SB	1M	5M	15M	30M	1 Hr
D			7.50	12.00	18.00	30.00
N	3.75	4.13	8.50	14.00	21.00	35.00

MEDFORD, Jackson, 16,171 fam., 97.2% radio, 15,718 radio fam.

2 AM affiliates, average 1-time rate

D	7.00	7.00	7.60	15.20	22.80	38.00
N	7.50	7.50	14.00	28.00	42.00	70.00

KMED, 5kw-D, 1kw-N, 1440kc, NBC

D	9.00	9.00	8.00	16.00	24.00	40.00
N	9.00	9.00	16.00	32.00	48.00	80.00

KYJC, 250w, 1230kc, ABC, Western Radio Sales, McHugh

D	5.00	5.00	7.20	14.40	21.60	36.00
N	6.00	6.00	12.00	24.00	36.00	60.00

NEWPORT, Lincoln, 5,916 fam., 97.0% radio, 5,738 radio fam.
KNPT, 250w, 1230kc (C.P. 1kw, 1310kc)

D	3.50	5.25	7.00	14.00	21.00	35.00
N	4.00	6.00	8.00	16.00	24.00	40.00

ONTARIO, Malheur, 6,462 fam., 96.1% radio, 6,209 radio fam.
KSRV, 250w, 1450kc, Conlan

D	3.75	3.75	5.50	10.75	18.00	30.00
N	3.75	3.75	5.50	10.75	18.00	30.00

OREGON CITY, Clackamas, 24,182 fam., 98.2% radio, 23,746 radio fam.
KGON, 250w, 1230kc

D	7.00	7.00	12.00	24.00	36.00	60.00
N	7.00	7.00	12.00	24.00	36.00	60.00

PENDLETON, Umatilla, 11,498 fam., 97.1% radio, 11,164 radio fam.
KWRC, 250w, 1240kc

D	2.00	2.90	8.65	13.80	23.00	40.25
N	2.00	2.90	8.65	13.80	23.00	40.25

PORTLAND, Multnomah, 130,885 fam., 97.3% radio, 127,351 radio fam.
PINEVILLE, Crook, 2,497 fam., 97.5% radio, 2,434 radio fam
KRCO, 1kw-D, 690kc
(No rates available)

4 AM affiliates, average 1-time rate

D	16.50	24.37	28.33	36.87	63.25	115.50
N	32.50	48.75	56.66	73.75	126.75	231.50

4 AM non-affiliates, average 1-time rate

D	6.91	7.87	14.75	27.31	47.40	87.43
N	8.00	9.25	20.00	40.00	67.50	122.50

KBKO, 1kw-D, 1290kc, Forjoe

D	6.00	7.50	15.00	24.00	39.60	66.00

KEX, 50kw, 1190kc, ABC, Free & Peters, Hooper, BMB

D	20.00	25.00		40.00	67.00	112.00
N	40.00	60.00		80.00	135.00	225.00

* * *

MARKET INDICATORS FOR OREGON

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	1,510,148	'50	1,089,684	'40
% of U. S.	1.01%	'50	0.83%	'40
Families	421,829	'50	343,280	'40
Percent Radio	97.4%	'49	93.7%	'46
Radio Families	410,861	'50	386,000	'46
Retail Sales	$1,410,259,000	'49	1,590,621,000	'48
Retail Trade Employes	71,002	'48	43,909	'29
Wholesale Sales Volume	$1,886,737,000	'48	441,300,000	'29
Wholesale Trade Employes	29,350	'48	15,894	'29
Employment (Mid-March)	324,625	'48	314,015	'47
Taxable Payrolls (1st quarter)	$ 222,623,000	'48	202,736,000	'47
Income	$2,134,000,000	'48	633,900,000	'40
Percent distribution	1.04%	'48	0.84%	'40
Per Capita Income	$1,302	'48	579	'40
Percent of national per capita income	92%	'48	101%	'40
New Construction (Private)	$ 164,900,000	'49	30,000,000	'29
Residential	$ 87,900,000	'49	14,400,000	'29
Non-Residential	$ 39,400,000	'49	6,800,000	'29
Value added by Manufacture	$ 675,017,000	'47	156,696,000	'29
Automobile Registration	632,109	'49	574,331	'48
Telephones	379,900	'49	258,100	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

* * *

KEX-FM, Chan. 222, 92.3mc, 56kw, Free & Peters, Bonus
KGW, 5kw, 620kc, NBC, Petry

	SB	1M	5M	15M	30M	1 Hr
D	20.00	27.50	32.50	40.00	66.00	110.00
N	40.00	55.00	65.00	80.00	132.00	220.00

KOIN, 5kw, 970kc, CBS, Avery-Knodel, Hooper, BMB

D	15.00	30.00	32.50	37.50	75.00	150.00
N	30.00	60.00	65.00	75.00	150.00	300.00

KOIN-FM, Chan. 266, 101.1mc, 48.6kw, Bonus
KPDQ, 1kw-D, 800kc, Rambeau

D	8.00	14.00	24.00	40.00	70.00	

KPFM(FM), Chan. 246, 97.1mc, 1.6kw

D	4.00	10.00	15.00	25.00	
N	8.00	20.00	30.00	50.00	

KPOJ, 5kw, 1330kc, MBS, Blair, Hooper, Conlan

D	10.00	15.00	20.00	30.00	45.00	90.00
N	20.00	30.00	40.00	60.00	90.00	180.00

KPOJ-FM, Chan. 254, 98.7mc, 50kw, Blair, Bonus

D	6.25	7.50	15.00	31.25	50.00	93.75
N	7.50	10.00	25.00	50.00	75.00	125.00

* * *

KWJJ, 10kw, 1080kc, Burn-Smith
KWJJ-FM, Chan. 235, 95.5mc, 3kw, Burn-Smith, Bonus
KXL, 10kw, 750kc, Walker

	SB	1M	5M	15M	30M	1 Hr
D	8.50	8.50	15.00	30.00	60.00	120.00
N	8.50	8.50	15.00	30.00	60.00	120.00

ROSEBURG, Douglas, 15,101 fam., 97.0% radio, 14,647 radio fam.
KRNR, 250w, 1490kc, MBS, Keating

D	3.25	4.65	9.50	12.00	16.00	25.00
N	5.00	6.25	11.50	14.00	21.00	35.00

SALEM, Marion, 1,323 fam., 97.9% radio, 1,299 radio fam.
KOCO, 250w, 1490kc, Rambeau

D	5.00	5.00	10.00	16.00	24.00	40.00
N	6.00	6.00	12.00	20.00	30.00	50.00

KSLM, 1kw, 1390kc, MBS, McKinney, McHugh

D	5.00	6.00	10.00	18.00	24.00	40.00
N	7.50	9.00	15.00	24.00	36.00	60.00

TILLAMOOK, Tillamook, 5,177 fam., 97.4% radio, 5,042 radio fam.
KTIL, 250w, 1590kc

D	2.20	2.65	5.60	10.55	16.50	26.40
N	3.10	3.55	6.60	13.20	19.80	33.00

* * *

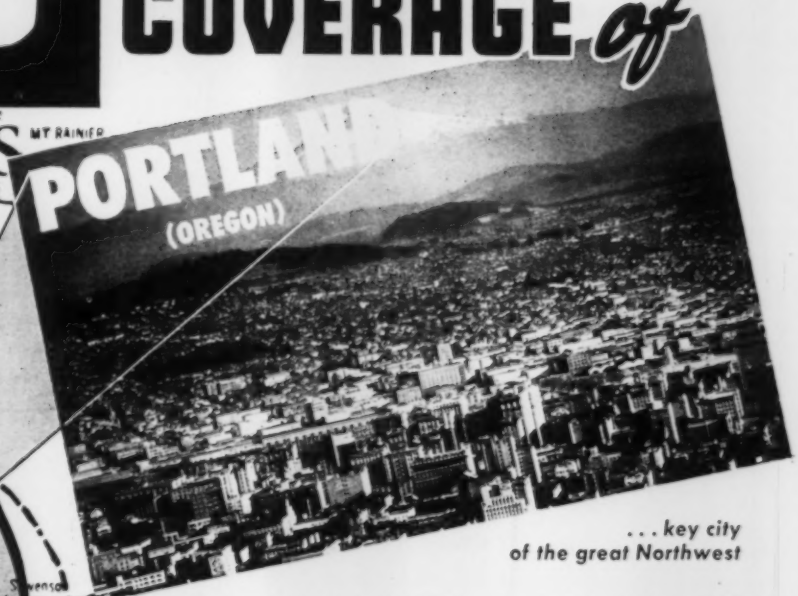
OREGON RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales	1948 Retail Sales	Employment Mid-March	Taxable Payrolls—1st Qtr. 1948 ($000)
Baker	16,067	18,297	4,487	4,320	96.3	22,479	16,372	2,544	1,512
Benton	31,524	18,629	8,805	8,611	97.8	24,489	25,274	4,323	2,610
Clackamas	86,574	57,130	24,182	23,746	98.2	40,941	50,129	8,254	5,156
Clatsop	30,571	24,697	8,539	8,316	97.4	37,793	33,882	6,804	4,337

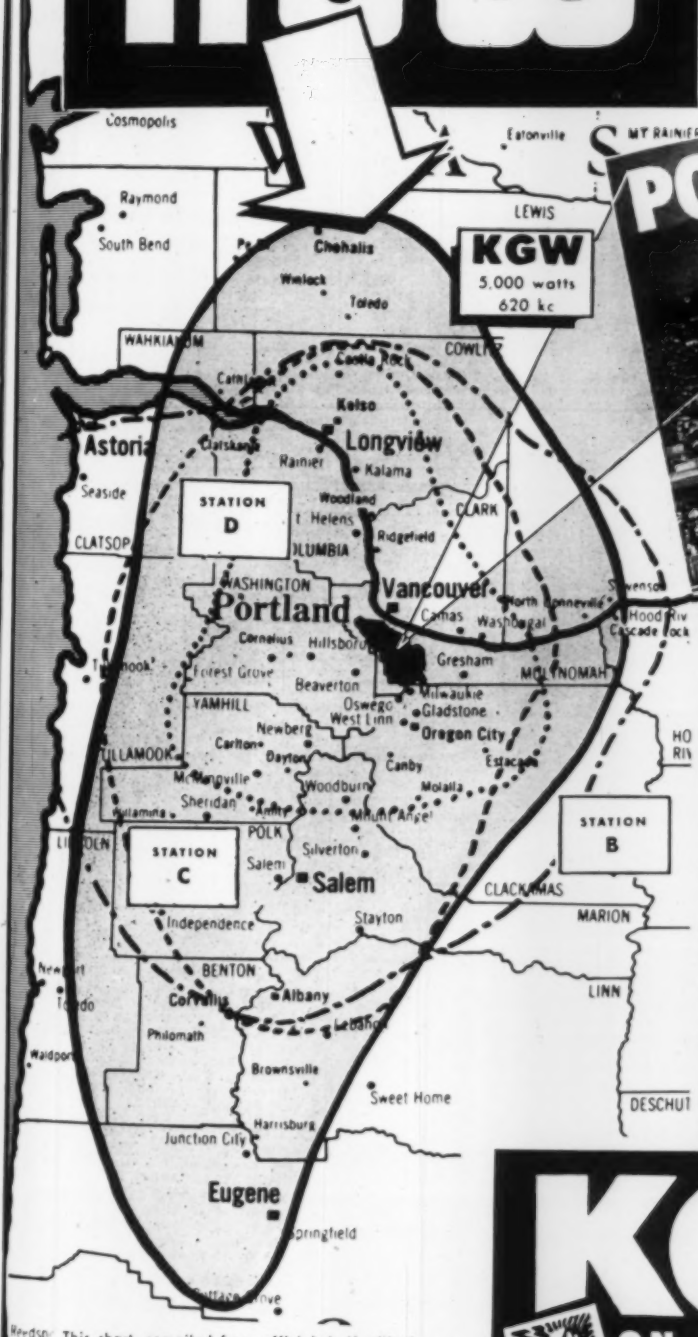
(Continued on page 180)

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

KGW *Delivers...* COMPREHENSIVE COVERAGE *of*



... key city of the great Northwest



This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Concentrated Coverage of the fastest-growing market in the nation.

Oregon's metropolis, home of radio station KGW, is the population, wage, distribution, marketing and cultural center of the fastest-growing area in the nation. In the Pacific Northwest we have more dwelling units, electrified farms, electrical appliances, cars and bathrooms per capita than anywhere else in the nation. We have higher per capita income. Factory wages are greater, workers more productive. We use 2½ times more electricity per capita and pay less for it than any other region. We actually live 2½ years longer! And new people are pouring into the rich Pacific Northwest! 1950 census figures give Oregon a 39% population increase for the past 10 years. Washington has grown 36%.

The great Northwest . . . the nation's newly-found land of opportunity . . . is blanketed by KGW. THROUGH COMPREHENSIVE COVERAGE KGW DELIVERS the rich, growing market.

KGW PORTLAND OREGON

ON THE EFFICIENT 620 FREQUENCY

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

OREGON RADIO MARKET DATA BY COUNTIES

(Continued from page 178)

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Columbia	22,725	20,971	6,347	6,213	97.9	16,524	16,431	4,212	2,998
Coos	41,558	32,466	11,608	11,259	97.0	36,505	45,332	9,936	7,824
Crook	8,941	5,533	2,497	2,434	97.5	4,626	6,480	1,450	1,129
Curry	5,997	4,301	1,675	1,613	96.3	2,587	4,666	609	217
Deschutes	21,706	18,631	6,063	5,881	97.0	26,740	30,610	4,257	3,146
Douglas	54,064	25,728	15,101	14,647	97.0	24,323	45,936	9,782	6,926
Gilliam	2,807	2,844	784	763	97.4	4,142	3,551	523	171
Grant	8,275	6,380	2,311	2,257	97.7	6,016	6,821	1,133	754
Harney	6,068	5,374	1,694	1,622	95.8	5,173	7,200	1,052	976
Hood River	12,662	11,580	3,536	3,461	97.9	11,761	12,262	1,571	956
Jackson	57,894	36,213	16,171	15,718	97.2	45,924	60,962	9,788	6,489
Jefferson	5,505	2,042	1,537	1,487	96.8	1,724	3,859	354	344
Josephine	26,313	16,301	7,350	7,026	95.6	16,523	27,468	4,000	2,605
Klamath	42,014	40,497	11,735	11,453	97.6	62,907	55,193	8,776	5,836
Lake	6,637	6,293	1,853	1,778	96.0	7,876	8,455	1,040	726
Lane	124,948	69,096	34,901	34,063	97.6	90,173	124,551	23,563	16,118
Lincoln	21,180	14,549	5,916	5,738	97.0	13,196	18,544	4,161	2,534
Linn	53,623	30,485	14,978	14,483	96.7	26,046	50,013	10,815	6,997
Malheur	23,136	19,767	6,462	6,209	96.1	15,949	23,541	2,198	1,305
Marion	100,379	75,246	28,038	27,449	97.9	70,696	97,603	13,898	9,015
Morrow	4,739	4,337	1,323	1,299	98.2	3,764	4,502	384	248
Multnomah	468,571	355,099	130,885	127,351	97.3	632,225	619,943	149,241	105,089
Polk	26,184	19,989	7,313	7,137	97.6	11,504	14,727	3,829	2,633
Sherman	2,260	2,321	631	624	98.9	1,935	2,098	189	78
Tillamook	18,536	12,263	5,177	5,042	97.4	12,033	16,794	3,538	2,512
Umatilla	41,165	26,030	11,498	11,164	97.1	30,882	40,199	5,198	3,237
Union	17,593	17,399	4,914	4,776	97.2	19,514	18,059	2,754	1,803
Wallowa	7,212	7,623	2,014	1,969	97.8	6,998	6,436	691	422
Wasco	15,511	13,069	4,332	4,197	96.9	20,165	21,059	1,942	1,093
Washington	61,221	39,194	17,100	16,740	97.9	28,736	39,982	5,231	3,154
Wheeler	3,290	2,974	918	881	96.0	2,009	1,660	568	421
Yamhill	33,410	26,336	9,332	9,126	97.8	25,381	30,027	5,341	3,341

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

PENNSYLVANIA

SPOT RATE FINDER

ALLENTOWN, Lehigh, 54,968 fam., 96.5% radio, 53,044 radio fam.

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	9.00	11.16	17.66	35.33	55.00	91.66
N	14.33	17.16	29.00	58.00	87.00	145.00

WAEB, 500w-D, 1kw-N, 790kc, ABC, Hollingbery, Conlan

D	10.00	10.00	20.00	40.00	60.00	100.00
N	15.00	15.00	30.00	60.00	90.00	150.00

WFMZ (FM), Chan. 264, 100.7mc, 20kw

D	1.50	2.20	3.00	4.50	7.50	15.00
N	1.80	3.00	4.00	6.00	10.00	20.00

WHOL, 250w, 1230kc, CBS, Meeker

D	7.00	8.50	15.00	30.00	51.00	85.00
N	12.50	12.50	25.00	50.00	75.00	125.00

WKAP, 1kw-D, 1580kc, Forjoe

D	6.00	8.00	12.00	24.00	36.00	60.00

WKAP-FM, Chan. 292, 106.3mc, 0.78kw, Forjoe, Bonus

WSAN, 5kw, 1470kc, NBC, Headley-Reed, Hooper

D	10.00	15.00	18.00	36.00	54.00	90.00
N	16.00	24.00	32.00	64.00	96.00	160.00

WSAN-FM, Chan. 260, 99.9mc, 8kw, Headley-Reed

D	2.00	3.00	3.60	7.20	10.80	18.00
N	3.20	4.80	6.40	12.80	19.20	32.00

ALTOONA, Blair, 38,808 fam., 94.9% radio, 36,828 radio fam.

4 AM affiliates, average 1-time rate

D	6.72	6.72	19.31	31.05	46.72	77.62
N	10.08	10.08	25.68	43.50	67.75	108.75

WFBG, 250w, 1340kc, NBC, Headley-Reed

D	8.00	8.00	16.00	32.00	48.00	80.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WFBG-FM, Chan. 279, 103.7mc, 1kw, Headley-Reed, Bonus

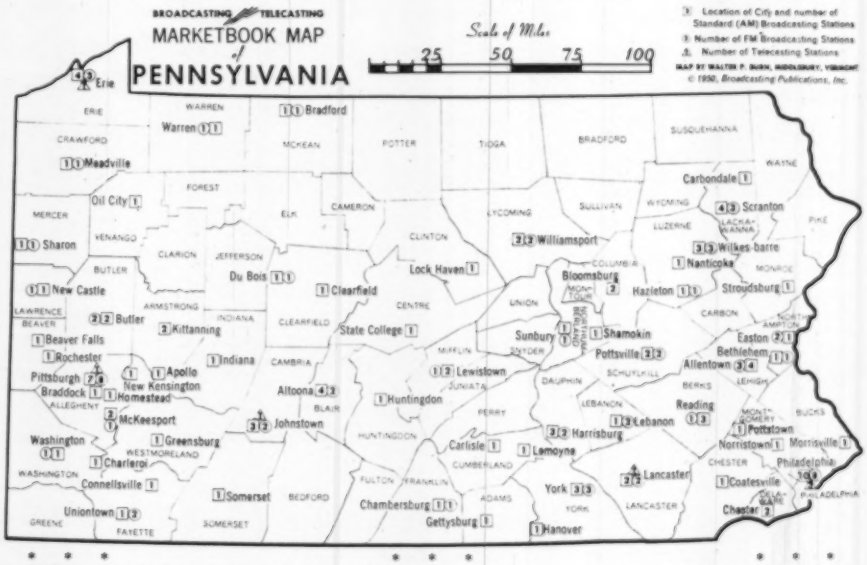
WJSW, 1kw-D, 500w-N, 1290kc, MBS, Burn-Smith, Conlan

D	6.00	6.00	20.00	30.00	45.00	75.00
N	9.00	9.00	25.00	40.00	65.00	100.00

WJSW-FM, Chan. 243, 96.5mc, 0.25kw, Bonus

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

For Facts on the Reading Market
Contact
HEADLEY-REED
Representatives of
Radio Station
WEEU



WRTA, 250w, 1240kc, ABC, Meeker

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	20.00	30.00	45.00	75.00
N	9.00	9.00	25.00	40.00	65.00	100.00

WVAM, 1kw, 1430kc, CBS, Weed

D	6.90	6.90	21.25	32.20	48.90	80.50
N	10.35	10.35	28.75	46.00	69.00	115.00

APOLLO, Armstrong, 22,521 fam., 94.4% radio, 21,259 radio fam.

WAVL, 1kw-D, 910kc

D	4.50	6.00	10.00	20.00	34.00	56.00

BEAVER FALLS, Beaver, 48,868 fam., 94.6% radio, 46,229 radio fam.

WBVP, 250w, 1230kc

D	5.25	5.25	12.00	25.00	40.00	60.00
N	8.00	8.00	15.00	30.00	50.00	90.00

BETHLEHEM, Northampton, 51,316 fam., 96.3% radio, 49,417 radio fam.

WGPA, 250w-D, 1100kc

D	5.75	8.75	17.50	28.00	42.00	70.00

WGPA-FM, Chan. 236, 95.1mc, 10kw

N	2.00	2.50	5.00	10.00	15.00	25.00

BLOOMSBURG, Columbia, 14,881 fam., 94.3% radio, 14,032 radio fam.

2 AM non-affiliates, average 1-time rate

D	7.12	7.75	11.32	18.65	31.35	53.75

WCNR, 500w-D, 930kc

D	4.25	5.50	9.25	10.50	22.50	40.00

WLTR, 1kw-D, 690kc

D	10.00	10.00	13.40	26.80	40.20	67.50
N	15.00	15.00	20.00	40.00	60.00	100.00

BRADDOCK, Allegheny, 421,301 fam., 96.3% radio, 405,712 radio fam.

WLOA, 1kw-D, 1550kc, Friedenberg

	SB	1M	5M	15M	30M	1 Hr
D	6.00	9.00	20.00	40.00	60.00	100.00

(Includes WLFM (FM) Pittsburgh)

BRADFORD, McKean, 15,728 fam., 95.7% radio, 15,051 radio fam.

WESB, 250w, 1490kc, MBS, Ra-Tel, Conlan

D	4.00	5.00	10.00	20.00	30.00	50.00
N	5.00	6.00	12.00	24.00	36.00	60.00

BUTLER, Butler, 27,175 fam., 95.0% radio, 25,816 radio fam.

2 AM non-affiliates, average 1-time rate

D	7.00	17.25	21.00	42.50	72.50	

WBUT, 500w-D, 1580kc

D	2.50	4.00	12.00	17.00	35.00	60.00

WBUT-FM, Chan. 280, 103.9mc, 0.72kw, Bonus-Days only.

N	.83	1.33	4.00	5.67	11.67	20.00

WISR, 250w-D, 680kc, Hooper, BMB

D		10.00	22.50	25.00	50.00	85.00

WISR-FM, Chan. 249, 97.7mc, 0.56kw, Bonus

CARBONDALE, Lackawanna, 71,646 fam., 94.6% radio, 67,777 radio fam.

WCDL, 250w, 1230kc, Cooke

D	5.00	7.00	12.00	24.00	36.00	60.00
N	7.00	9.00	18.00	36.00	54.00	90.00

CARLISLE, Cumberland, 26,279 fam., 94.8% radio, 24,912 radio fam.

WLXW, 1kw-D, 1380kc

D	6.40	8.00	14.40	28.80	43.20	72.00

CHAMBERSBURG, Franklin, 21,241 fam., 92.8% radio, 19,711 radio fam.

WCHA, 1kw-D, 800kc, Forjoe, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	7.50	7.50	14.40	28.80	43.20	72.00

WCHA-FM, Chan. 249, 95.9mc, 0.82kw, Forjoe, Bonus-Days only.

N	(1/3 of AM rates)					

CHARLEROI, Washington, 58,380 fam., 96.8% radio, 55,344 radio fam.

WESA, 250w-D, 940kc

D	5.75	6.75	10.00	20.00	30.00	50.00

CHESTER, Delaware, 115,369 fam., 97.8% radio, 112,830 radio fam.

2 AM non-affiliates, average 1-time rate

D	8.75	10.00	19.00	38.00	57.00	95.00

WPWA, 1kw, 1590kc, Conlan

D	7.50	10.00	18.00	36.00	54.00	90.00
N	7.50	10.00	18.00	36.00	54.00	90.00

WVCH, 250w-D, 740kc

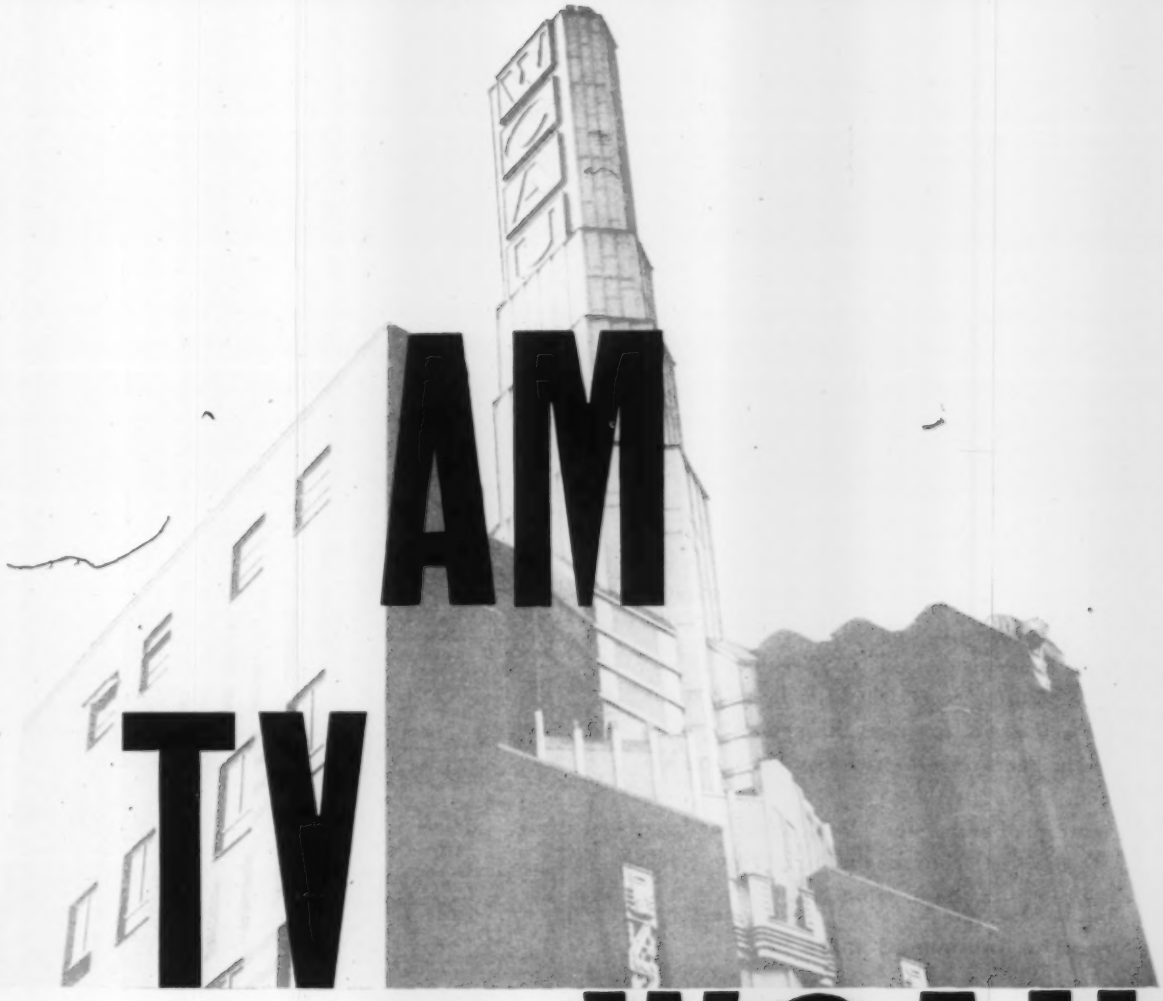
D	10.00	10.00	20.00	40.00	60.00	100.00

(Continued on page 182)

For Facts on the Altoona Market
Contact
HEADLEY-REED
Representatives of
Radio Station
WFBG

WCAU_

PHILADELPHIA SUCCESS STORY



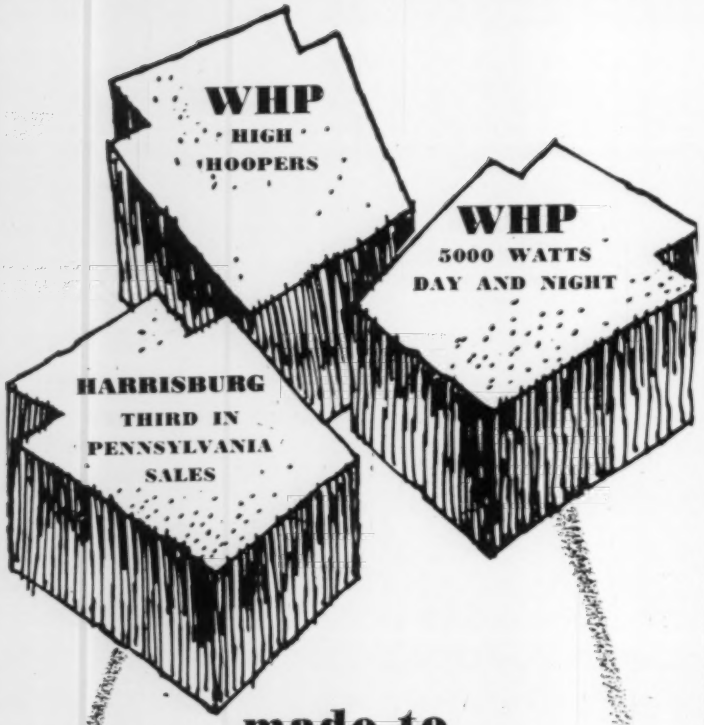
AM

TV

WCAU

CBS AFFILIATE—THE PHILADELPHIA BULLETIN STATIONS

Represented by Radio Sales



made to FIT your needs . . .

In Harrisburg, third in Pennsylvania sales, WHP is overwhelmingly FIRST in radio.

Its alert and public spirited program formula has won many an award in its quarter century of broadcasting. WHP is prouder still of the fact that it has consistently held an unparalleled share of the listener interest in its community.

In its new home on the dial at 580 kilocycles and its more effective power of 5,000 watts day and night, WHP will extend its coverage throughout a much wider area in Pennsylvania's rich South Central belt and beyond.

Now, more than ever before, WHP is the national advertiser's best radio buy in the highest per-capita retail sales center in the Keystone State.

Your road to increased sales in South Central Pennsylvania

KEY STATION OF THE KEYSTONE STATE

CBS WHP 5000 WATTS 580 KC

HARRISBURG, PA.

PENNSYLVANIA

SPOT RATE FINDER

(Continued from page 180)

CLEARFIELD, Clearfield, 23,916 fam., 93.9% radio, 22,457 radio fam.
WCPA, 1kw-D, 900kc

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	15.00	20.00	35.00	50.00

COATESVILLE, Chester, 44,327 fam., 95.2% radio, 42,199 radio fam.
WCOJ, 1kw-D, 1420kc

D	7.00	7.00	16.00	32.00	48.00	80.00

CONNELLSVILLE, Fayette, 52,913 fam. 93.-9% radio, 49,685 radio fam.
WCVI, 250w, 1340kc

D	4.00	5.00	10.00	20.00	30.00	50.00
N	6.00	7.00	16.00	32.00	48.00	80.00

DOYLESTOWN, Bucks, 40,288 fam. 97.5% radio, 39,280 radio fam.
WBUX, 250w-D, 1570kc

D	4.50	6.00	12.00	24.00	36.00	60.00

DuBOIS, Clearfield, 23,916 fam., 93.9% radio, 22,457 radio fam.
WCED, 250w, 1230kc, CBS, McGillvra

D	5.00	6.25	12.90	22.40	36.40	56.00
N	5.00	6.25	12.90	22.40	36.40	56.00

WCED-FM, Chan. 271, 102.1mc, 9.5kw, McGillvra, Bonus

EASTON, Northampton, 51,316 fam., 96.3% radio, 49,417 radio fam.
WEEX (FM), Chan. 252, 98.3mc, 1kw

D	3.50	3.50	6.00	10.00	15.00	25.00
N	4.50	4.50	7.00	16.00	25.00	45.00

WEST, 250w, 1400kc, MBS, NBC, Meeker, Conlan

D	5.00	6.00	12.25	27.50	40.00	60.00
N	9.00	9.00	18.00	35.00	55.00	90.00

WEST-FM, Chan. 300, 107.9mc, 16kw, Meeker, Bonus

ERIE, Erie, 61,007 fam., 95.4% radio, 58,200 radio fam.

3 AM affiliates, average 1-time rate

D	9.00	9.00	16.33	31.33	49.33	83.33
N	15.00	15.00	26.00	53.00	80.66	135.00

WERC, 5kw, 1260kc, NBC, Weed, Hooper

D	12.00	12.00	20.00	40.00	60.00	100.00
N	18.00	18.00	30.00	60.00	90.00	150.00

WERC-FM, Chan. 260, 99.9mc, 9.7kw, Bonus
WEFL (FM), Chan. 246, 97.1mc (no rates available)
WICU (TV), Chan. 12, 2kw-aur.; 4kw-vis., Headley-Reed

D	38.00	38.00	65.75	105.00	157.50	262.50
N	50.00	50.00	105.00	140.00	210.00	350.00

WIKK, 5kw, 1330kc, ABC, Taylor, Hooper

D	8.00	8.00	16.00	32.00	48.00	80.00
N	14.00	14.00	28.00	56.00	84.00	140.00

WLEU, 250w, 1450kc, MBS

D	7.00	7.00	13.00	22.00	40.00	70.00
N	13.00	13.00	20.00	43.00	68.00	115.00

WLEU-FM, Chan. 250, 97.9mc, 9kw

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.00	7.00	20.00	30.00	40.00	60.00

WPLN, 250w, 1400kc (no rates available)
GREENSBURG, Westmoreland, 82,083 fam., 95.3% radio, 78,225 radio fam.
WHJB, 1kw-D, 500w-N, 620kc, Cooke

D	5.60	7.00	17.00	34.00	51.00	85.00
N	8.00	10.00	25.00	50.00	75.00	125.00

HANOVER, York, 56,544 fam., 95.3% radio, 53,886 radio fam.
WHVR, 1kw-D, 500w-N, 1280kc

D	7.00	7.00	14.00	28.00	42.00	70.00
N	10.00	10.00	20.00	40.00	60.00	100.00

HARRISBURG, Dauphin, 55,063 fam., 96.1% radio, 52,915 radio fam.

3 AM affiliates, average 1-time rate

D	8.66	8.99	18.16	36.33	55.33	90.00
N	9.83	9.83	27.50	52.50	80.00	133.33

WABX (FM), Chan. 265, 100.9mc, 1kw

D	1.00	2.00	4.00	10.00	17.50	25.00
N	1.00	2.50	5.00	12.50	20.00	27.50

WHGB, 250w, 1400kc, ABC, Weed, Conlan

D	7.50	7.50	17.00	34.00	51.00	85.00
N	9.50	9.50	25.00	50.00	75.00	125.00

WHP, 5kw, 580kc, Bolling

D	12.00	12.00	20.00	40.00	60.00	100.00
N	18.00	18.00	30.00	60.00	90.00	150.00

WHP-FM, Chan. 247, 97.3mc, 4kw (40% duplication of AM, balance sold independently)
WKBO, 250w, 1230kc, MBS, NBC, Meeker, Conlan

D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

HAZLETON, Luzerne, 109,279 fam., 95.5% radio, 104,361 radio fam.
WAZL, 250w, 1490kc, NBC, Meeker

D	4.00	4.00	10.00	20.00	30.00	45.00
N	5.90	5.90	14.00	30.00	46.00	70.00

WAZL-FM, Chan. 250, 97.7mc, 3kw, Meeker, Bonus
HOMESTEAD, Allegheny, 421,301 fam., 96.3% radio, 405,712 radio fam.
WHOD, 250w-D, 860kc, Ortale

D	8.50	8.50	17.00	34.00	51.00	85.00

HUNTINGDON, Huntingdon, 11,382 fam., 91.9% radio, 10,460 radio fam.
WHUN, 250w, 1400kc, MBS

D	3.00	4.50	13.00	16.90	29.25	52.00
N	5.00	6.00	15.60	26.00	45.50	78.00

INDIANA, Indiana, 21,477 fam., 94.0% radio, 20,188 radio fam.
WDAD, 250w, 1450kc, CBS, McGillvra, Conlan

	SB	1M	5M	15M	30M	1Hr
D	5.00	6.00	12.90	22.40	36.40	56.00
N	5.00	6.00	12.90	22.40	36.40	56.00

JOHNSTOWN, Cambria, 58,253 fam., 94.1% radio, 54,816 radio fam.

3 AM affiliates, average 1-time rate

D	6.33	6.66	18.16	30.00	45.16	75.00
N	9.00	10.00	24.66	42.66	65.66	106.66

WARD, 250w, 1490kc, CBS, Weed

D	5.00	6.00	18.50	28.00	42.50	70.00
N	6.00	9.00	25.00	40.00	60.00	100.00

WARD-FM, Chan. 287, 105.3mc, 11kw

D				5.00	8.50	16.00
N				5.00	8.50	16.00

WCRO, 250w, 1230kc, ABC, MBS, Young, Radio Reps.

D	6.00	6.00	20.00	30.00	45.00	75.00
N	9.00	9.00	25.00	40.00	65.00	100.00

WJAC, 250w, 1400kc, NBC, Headley-Reed, Hooper

D	8.00	8.00	16.00	32.00	48.00	80.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WJAC-FM, Chan. 238, 95.5mc, 3.8kw, Headley-Reed, Bonus
WJAC-TV, Chan. 13, 3.7kw-aur.; 6.5kw-vis., ABC, CBS, DuMont, NBC, Headley-Reed

D	15.00	15.00	22.50	36.00	54.00	90.00
N	22.50	22.50	37.50	60.00	90.00	150.00

KITTANNING, Armstrong, 22,521 fam., 94.4% radio, 21,259 radio fam.
WACB, 500w-D, 1380kc

D	3.85	5.60	12.60	25.20	37.80	63.00

LANCASTER, Lancaster, 65,401 fam., 93.5% radio, 61,149 radio fam.

2 AM affiliates, average 1-time rate

D	6.75	7.80	18.75	37.50	57.50	87.50
N	12.00	12.00	28.75	48.75	77.50	127.50

WGAL, 250w, 1490kc, MBS, NBC, Meeker, Conlan

D	6.50	7.60	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

WGAL-FM, Chan. 257, 101.3mc, 16kw, Meeker, Bonus
WGAL-TV, Chan. 4, 0.88kw-aur.; 1kw-vis., ABC, NBC, CBS, DuMont, Meeker

D	25.00	25.00	45.00	72.00	108.00	180.00
N	40.00	40.00	75.00	120.00	180.00	300.00

WLAN, 1kw, 1390kc, ABC, Headley-Reed

D	7.00	8.00	20.00	40.00	60.00	90.00
N	12.00	12.00	30.00	50.00	80.00	130.00

WLAN-FM, Chan. 245, 96.9mc, 20kw, Headley-Reed, Bonus
LEBANON, Lebanon, 22,741 fam., 95.4% radio, 21,694 radio fam.
WLAB (FM), Chan. 281, 104.1mc, 4.4kw

D	4.00	4.00	8.00	12.00	18.00	30.00
N	6.00	6.00	12.00	18.00	24.00	40.00

WLBR, 1kw, 1270kc, Rambeau, Conlan

D		7.50	18.00	35.00	55.00	85.00
N		7.50	18.00	35.00	55.00	85.00

WLBR-FM, Chan. 261, 100.1mc, 0.64kw, Rambeau, Bonus
LEMOYNE, Cumberland, 26,279 fam., 94.8% radio, 24,912 radio fam.
WCMB, 1kw-D, 960kc, Cooke

D	9.00	9.00	18.00	37.50	55.00	90.00

LEWISTOWN, Mifflin, 12,167 fam., 93.1% radio, 11,327 radio fam.
WKVA, 1kw-D, 920kc

D	7.50	7.50	12.00	24.00	36.00	60.00

WMRF, 250w, 1490kc, NBC, Burn-Smith, Hooper, Conlan, BMB

D	4.50	4.50	10.00	13.00	22.50	40.00
N	6.00	6.00	12.00	20.00	35.00	60.00

WLTN (FM), Chan. 250, 97.9mc, 2.25kw, Burn-Smith (40% of AM rates)
LOCK HAVEN, Clinton, 10,150 fam., 94.2% radio, 9,480 radio fam.
WBPZ, 250w, 1230kc, MBS, McGillvra, Hooper

D	4.50	4.50	10.00	13.00	22.50	40.00
N	6.00	6.00	12.00	20.00	35.00	60.00

McKEESPORT, Allegheny, 421,301 fam., 96.3% radio, 405,712 radio fam.

2 AM non-affiliate, average 1-time rate

D	6.00	8.50	16.00	40.00	60.00	90.00

WEDO, 1kw-D, 810kc

D	6.00	9.00	16.00	40.00	60.00	90.00

WMCK, 1kw, 1360kc

D	6.00	8.00	16.00	40.00	60.00	90.00
N	6.00	8.00	16.00	40.00	60.00	90.00

WMCK-FM, Chan. 285, 104.9mc, 0.5kw, Bonus
MEADVILLE, Crawford, 21,956 fam., 94.3% radio, 20,704 radio fam.
WMGW, 250w, 1490kc

D	4.15	5.00	12.95	27.50	40.00	60.00
N		6.75	18.00	35.00	55.00	90.00

WMGW-FM, Chan. 262, 100.3mc, 10kw, (No data available)
MORRISVILLE, Bucks, 40,288 fam., 97.5% radio, 39,280 radio fam.
WBUD, 250w, 1490kc, McGillvra

D		8.00	18.00	30.00	48.00	80.00
N		8.00	18.00	30.00	48.00	80.00

NANTICOKE, Luzerne, 109,279 fam., 95.5% radio, 104,361 radio fam.
WHWL, 1kw-D, 730kc, Forjoe

D	5.00	6.50	8.21	22.78	37.80	63.00
N	7.50	10.00	14.00	36.00	60.00	96.00

NEW CASTLE, Lawrence, 29,353 fam., 93.1% radio, 27,914 radio fam.
WKST, 1kw, 1280kc, MBS, Katz, Conlan

D	6.50	8.00	14.00	28.00	42.00	70.00
N	10.00	12.00	20.00	40.00	60.00	100.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

One of the nation's oldest voices is

BIGGER BETTER MORE POWERFUL

The radio voice of

The Scranton Times

WQAN • 630 KC

SELLING

185,057 RADIO HOMES
720,229 CONSUMERS
WITHIN A 37½ MILE RADIUS

WQAN

THE NEW HIGH SPOT IN MUSIC, NEWS, SPORTS FOR THE GREAT ANTHRACITE MARKET

SCRANTON, PENN.

Represented by
The Bolling Company

WSCR

SCRANTON, PA.

The One Grand Station

WSCR covers a market of 1,190,156 population which annually spends 850 million in retail sales.

Programming is especially attuned to large Slav and other foreign populations in Lackawanna (Scranton) and Luzerne (Wilkes-Barre) counties. Slav population alone totals 286,735; Italian 59,706.

1000 WATTS (d)
on 1,000 kc

DALE ROBERTSON
General Manager

THE WALKER CO.
Nat'l. Representatives

WKST-FM, Chan. 266, 101.1mc, 3kw, Katz

	SB	1M	5M	15M	30M	1 Hr
D	1.40	1.75	3.50	7.00	10.50	17.50
N	2.00	2.50	5.00	10.00	15.00	25.00

NEW KENSINGTON, Westmoreland, 82,083 fam., 95.3% radio, 78,225 radio fam.

WKPA, 250w-D, 1150kc

D	5.00	6.00	12.00	25.00	38.00	68.00

NORRISTOWN, Montgomery, 97,989 fam., 97.3% radio, 95,343 radio fam.

WNAR, 500w, 1110kc, Grant

D	6.50	7.50	21.00	42.00	63.00	105.00

OIL CITY, Venango, 18,167 fam., 94.2% radio, 17,113 radio fam.

WKRZ, 250w, 1340kc, Conlan

D	2.00	4.50	9.00	18.00	26.50	48.00
N	2.00	5.25	11.00	22.50	33.00	60.00

PHILADELPHIA, Philadelphia, 574,639 fam., 96.1% radio, 552,228 radio fam.

4 AM affiliates, average 1-time rate

D	30.50	34.50	51.12	102.25	155.25	261.50
N	52.50	57.00	86.87	166.25	251.25	425.00

6 AM non-affiliates, average 1-time rate

D	13.75	13.83	22.16	42.50	64.66	106.66
N	21.16	19.50	34.25	64.75	102.75	161.25

KYW, 50kw, 1060kc, NBC, Free & Peters, BMB, Pulse

D	30.00	30.00	50.00	100.00	150.00	250.00
N	60.00	60.00	100.00	200.00	300.00	500.00

KYW-FM, Chan. 223, 92.5mc, 20kw, Free & Peters, Bonus

WCAU, 50kw, 1210kc, CBS, Radio Sales

D	37.00	45.00	60.00	120.00	180.00	300.00
N	75.00	90.00	120.00	240.00	360.00	600.00

WCAU-FM, Chan. 251, 98.1mc, 11kw, Bonus

WCAU-TV, Chan. 6, 13.5w-aur.; 27kw-vis., CBS, Radio Sales

D	60.00	60.00	78.75	126.00	189.00	315.00
N	100.00	100.00	131.25	210.00	315.00	525.00

WDAS, 250w, 1400kc, Forioe

D	5.00	6.00	12.00	24.00	36.00	60.00
N	7.50	9.00	18.00	36.00	54.00	90.00

WFIL, 5kw, 560kc, ABC, Katz, Pulse

D	35.00	38.00	52.50	105.00	165.00	300.00
N	35.00	38.00	52.50	105.00	165.00	300.00

WFIL-FM, Chan. 271, 102.1mc, 10kw, Katz, Bonus

WFIL-TV, Chan. 6, 13.5kw-aur.; 27kw-vis., ABC, Katz

D	80.00	80.00	140.00	224.00	336.00	560.00
N	100.00	100.00	175.00	280.00	420.00	700.00

WFLN (FM), Chan. 239, 95.7mc, 20kw

D	6.00	6.00	15.00	30.00	45.00	75.00
N	6.00	6.00	15.00	30.00	45.00	75.00

WHAT, 250w, 1340kc, Pulse

D		7.00	24.00	48.00	72.00	120.00
N		7.00	24.00	48.00	72.00	120.00

WHAT-FM, Chan. 287, 105.3mc, 20kw, Bonus

WIBG, 10kw, 990kc, Young

D	15.00	21.00	32.00	68.00	105.00	180.00
N	21.00	30.00	50.00	100.00	185.00	285.00

WIBG-FM, Chan. 231, 94.1mc, 20kw, Bonus

WIP, 5kw, 610kc, MBS, Petry, BMB

D	20.00	25.00	42.00	84.00	126.00	196.00
N	40.00	50.00	75.00	120.00	180.00	300.00

WIP-FM, Chan. 227, 93.3mc, 20kw, Petry, Bonus

WJMJ, 1kw-D, 1540kc, McGillvra

D	10.00	15.00	20.00	40.00	60.00	100.00

WPEN, 5kw, 950kc, Rambeau

D	25.00	25.00	35.00	50.00	75.00	100.00
N	35.00	35.00	45.00	75.00	100.00	150.00

WPEN-FM, Chan. 275, 102.9mc, 20kw, Rambeau, (Rates on request)

WPTZ (TV), Chan. 3, 9kw-aur.; 18kw-vis., NBC, NBC Spot Sales

D	70.00	70.00	105.00	168.00	252.00	420.00
N	150.00	150.00	175.00	280.00	420.00	700.00

WTEL, 250w-D, 860kc

D		9.00	11.00	25.00	40.00	80.00

PITTSBURGH, Allegheny, 421,301 fam., 96.3% radio, 405,712 radio fam.

4 AM affiliates, average 1-time rate

D	23.00	28.25	46.87	90.00	138.75	226.15
N	46.00	57.50	93.75	180.00	277.50	452.25

3 AM non-affiliates, average 1-time rate

D	9.25	14.16	23.66	48.66	73.00	121.66

KDKA, 50kw, 1020kc, NBC, Free & Peters, BMB, Hooper

D	40.00	40.00	60.00	120.00	180.00	300.00
N	80.00	80.00	120.00	240.00	360.00	600.00

KDKA-FM, Chan. 225, 92.9mc, 9kw, Free & Peters, Bonus

KQV, 5kw, 1410kc, MBS, Weed, Hooper

D	14.00	20.00	35.00	70.00	105.00	175.00
N	28.00	40.00	70.00	140.00	210.00	350.00

KQV-FM, Chan. 251, 98.1mc, 2kw, Weed, Bonus

For Facts on the Johnstown Market
Contact
HEADLEY-REED
Representatives of Radio Station
WJAC

WCAE, 5kw, 1250kc, ABC, Katz, BMB, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	19.00	27.50	47.50	95.00	150.00	237.50
N	38.00	55.00	95.00	190.00	300.00	475.00

WCAE-FM, Chan. 241, 96.1mc, 12kw, Bonus

WDTV (TV), Chan. 3, 8.3kw-aur.; 16.6kw-vis., DuMont

D	15.00	45.00	67.50	108.00	162.00	270.00
N	25.00	75.00	112.50	180.00	270.00	450.00

WJAS, 5kw, 1320kc, CBS, Hollingbery, Hooper

D	19.00	27.50	45.00	75.00	120.00	192.00
N	38.00	55.00	90.00	150.00	240.00	384.00

WJAS-FM, Chan. 259, 99.7mc, 24kw, Hollingbery, Bonus

WKJF (FM), Chan. 229, 93.7mc, 20kw (See Transit Radio listing)

WLFM (FM), Chan. 246, 96.9mc, 20kw (Bonus with WLOA, Braddock, Pa.)

WPGH, 1kw-D, 1080kc, Radio Reps

D	8.00	12.50	18.00	40.00	60.00	100.00

WPGH-FM, Chan. 273, 102.5mc, 22kw, Bonus

WPIT, 1kw-D, 730kc, Ra-Tel, Hooper

D	7.50	12.50	25.00	50.00	75.00	125.00

WPIT-FM, Chan. 268, 101.5mc, 19kw, Ra-Tel, Bonus

WWSW, 5kw, 970kc, Blair, Hooper

D	12.25	17.50	28.00	56.00	84.00	140.00
N	14.00	20.00	40.00	80.00	120.00	200.00

WWSW-FM, Chan. 233, 94.5mc, 8.5kw, Blair, Bonus

POTTSVILLE, Schuylkill, 55,944 fam., 94.8% radio, 53,034 radio fam.

WPAM, 250w, 1450kc, MBS, McKinney, Conlan, BMB, Crossley

D	4.00	6.00	11.00	18.00	30.00	50.00
N	5.50	7.50	15.00	22.50	45.00	65.00

WPAM-FM, Chan. 238, 95.5mc, 5.1kw, McKinney, Bonus

WPPA, 1kw-D, 500w-N, 1360kc

D		5.80	16.00	32.00	48.00	80.00
N		7.25	20.00	40.00	60.00	100.00

WPPA-FM, Chan. 270, 101.9mc, 2.8kw

D		2.55		9.60	19.20	38.40
N		3.40		12.00	24.00	48.00

READING, Berks, 71,076 fam., 96.2% radio, 68,375 radio fam.

3 AM affiliates, average 1-time rate

D	7.00	7.66	18.16	35.00	55.00	86.66
N	12.00	12.00	27.16	51.83	82.33	131.66

WEEU, 1kw, 850kc, ABC, Headley-Reed

D	8.00	8.00	20.00	40.00	60.00	100.00
N	12.00	12.00	30.00	60.00	90.00	150.00

WEEU-FM, Chan. 225, 92.9mc, 9kw, Bonus

WHUM, 250w, 1240kc, CBS, Hollingbery

D	6.50	7.50	17.00	30.00	50.00	75.00
N	12.00	12.00	24.00	48.00	82.00	120.00

WRAW, 250w, 1340kc, NBC, Meeker, Conlan

D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

ROCHESTER, Beaver, 48,868 fam., 94.6% radio, 46,229 radio fam.

WRYO, 250w-D, 1050kc

D	2.50	3.50	10.00	20.00	35.00	60.00

SCRANTON, Lackawanna, 71,646 fam., 94.6% radio, 67,777 radio fam.

2 AM affiliates, average 1-time rate

D	10.10	10.10	16.50	29.50	44.50	74.00
N	16.00	16.00	33.00	109.00	88.50	147.50

2 AM non-affiliates, average 1-time rate

D	8.90	8.90	15.50	31.00	47.50	77.50

WARM, 5kw, 590kc, ABC, Hollingbery

D	7.20	7.20	12.00	24.00	36.00	60.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WARM-FM, Chan. 229, 93.7mc, Hollingbery, Bonus

WGBI, 1kw-D, 500w-N, 910kc, CBS, Blair, Hooper

D	13.00	13.00	21.00	35.00	53.00	88.00
N	20.00	20.00	42.00	70.00	105.00	175.00

WGBI-FM, Chan. 267, 101.3mc, 1.8kw, Blair, Bonus

WQAN, 500w-D, 630kc, Bolling

D	7.80	7.80	13.00	26.00	39.00	65.00
N	7.80	7.80	13.00	26.00	39.00	65.00

WQAN-FM, Chan. 222, 92.3mc, 1.8kw, Bonus daytime
Night rates on request

WSCR, 1kw-D, 1000kc, Walker

D	10.00	10.00	18.00	36.00	56.00	90.00

(Continued on page 184)

In Pennsylvania's 3rd Market the No. 1 Station Is

WILK

ABC AFFILIATE

WILKES-BARRE

Only Philadelphia and Pittsburgh Exceed Wilkes-Barre's Metropolitan Area in Sales and Population

5000 Watts

Daytime (1000 W. Nighttime)

Beginning About Sept. 1
(Present Power 250 W)

Schedule WILK Now!
. . . at Present Low Rates
ALL CONTRACTS PRIOR TO OCT. 1 GET ONE YEAR'S RATE PROTECTION

AVERY-KNODEL, INC., Nat'l Rep.
608 Fifth Ave., New York 20

PENNSYLVANIA

SPOT RATE FINDER

(Continued from page 183)

SHAMOKIN, Northumberland, 32,650 fam., 94.7% radio, 30,919 radio fam.
WISL, 1kw, 1480kc, MBS, Forjoe, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.50	20.00	35.00	50.00	80.00
N	5.00	6.50	20.00	35.00	50.00	80.00

SHARON, Mercer, 31,153 fam., 95.3% radio, 29,688 radio fam.
WPIC, 1kw-D, 790kc, Young, Hooper

D	7.50	12.00	24.00	36.00	60.00

WPIC-FM, Chan. 275, 102.9mc, 26kw, Young

D	3.00	6.25	12.50	20.00	30.00
N	5.00	10.00	20.00	30.00	50.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

For Facts on the Allentown Market
Contact
HEADLEY-REED
Representatives of
Radio Station
WSAN

SOMERSET, Somerset, 22,803 fam., 92.6% radio, 21,115 radio fam.
WVSC, 250w-D, 990kc

	SB	1M	5M	15M	30M	1 Hr
D	4.00	5.50	10.00	16.00	24.00	40.00

ST. MARYS, Elk, 9,620 fam., 94.8% radio, 9,119 radio fam.
WKBI, 250w, 1400kc

D	3.00	4.50	10.00	13.00	22.50	40.00
N	5.00	6.00	12.00	20.00	35.00	60.00

STATE COLLEGE, Centre, 18,335 fam., 94.5% radio, 17,326 radio fam.
WMAJ, 250w, 1450kc, MBS

D	4.50	3.45	11.50	15.00	25.00	46.00
N	5.00	4.75	14.00	23.00	40.00	69.00

STROUDSBURG, Monroe, 9,393 fam., 94.9% radio, 8,913 radio fam.
WVPO, 250w-D, 840kc, Walker, Radio Reps

D	5.00	5.00	10.00	20.00	30.00	50.00

SUNBURY, Northumberland, 32,650 fam., 94.7% radio, 30,919 radio fam.
WKOK, 250w, 1240kc, ABC, Continental

D	4.50	4.50	10.00	13.00	22.50	40.00
N	6.00	6.00	12.00	20.00	35.00	60.00

WKOK-FM, Chan. 231, 94.1mc, 4.4kw, ABC, Continental, Bonus

UNIONTOWN, Fayette, 52,913 fam., 93.9% radio, 49,685 radio fam.
WMBS, 1kw, 590kc, CBS, Meeker

D	4.50	7.50	15.00	30.00	45.00	75.00
N	7.50	12.50	25.00	50.00	75.00	125.00

WMBS-FM, Chan. 289, 105.7mc, 1.5kw, Meeker, Bonus

WARREN, Warren, 11,893 fam., 94.2% radio, 11,203 radio fam.
WNAE, 1kw-D, 1310kc

D	6.00	6.00	10.00	16.00	24.00	40.00

WNAE-FM, Chan. 221, 92.1mc, 0.49kw

D	1.50	1.50	2.50	4.00	6.00	10.00

MARKET INDICATORS FOR PENNSYLVANIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	10,435,965	'50	9,900,180	'40
% of U.S.	6.97%	'50	7.54%	'40
Families	2,915,074	'50	2,529,140	'40
Percent Radio	95.5%	'49	95.7%	'46
Radio Families	2,783,895	'50	2,512,000	'46
Retail Sales	$8,830,894,000	'49	9,030,166,000	'48
Retail Trade Employes	509,287	'48	368,329	'29
Wholesale Sales Volume	$10,750,483,000	'48	3,347,500,000	'29
Wholesale Trade Employes	151,097	'48	101,400	'29
Employment (Mid-March)	3,010,812	'48	2,903,465	'47
Taxable Payrolls (1st quarter)	$1,971,296,000	'48	1,732,947,000	'47
Income	$15,126,000,000	'48	6,225,000,000	'40
Percent distribution	7.34%	'48	8.21%	'40
Per Capita Income	$1,444	'48	628	'40
Percent of national per capita income	102%	'48	109%	'40
New Construction (Private)	$ 784,200,000	'49	220,100,000	'29
Residential	$ 371,600,000	'49	128,700,000	'29
Non-Residential	$ 229,900,000	'49	44,800,000	'29
Value added by Manufacture	$6,946,956,000	'47	2,476,862,000	'29
Automobile Registration	2,752,985	'49	2,570,792	'48
Telephones	2,775,100	'49	1,961,600	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

A HOT TIP!

PLACE YOUR MONEY ON THE FIRST* IN THE THIRD**

***WBRE is the FIRST STATION in**

****Pennsylvania's THIRD largest Marketing Area (Wyoming Valley)**

WBRE has been running on a fast track for over twenty-five years. *And their Advertisers have been "cashing-in" their tickets in top profits . . . right across the board.*

So if you're tired of "horsing" around with unsure results from your advertising dollars . . . place your money on WBRE . . . the FIRST* in the THIRD.**

AM
FM

WBRE

WILKES-BARRE, PENNA.

Affiliate

WASHINGTON, Washington, 58,380 fam., 94.8% radio, 55,344 radio fam.
WJPA, 250w, 1450kc, MBS, McGillvra, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	3.60	5.40	10.80	21.60	32.40	54.00
N	5.40	7.20	14.40	28.00	43.20	72.00

WJPA-FM, Chan. 282, 104.3mc, 6kw, McGillvra, Bonus

WILKES-BARRE, Luzerne, 109,279 fam., 95.5% radio, 104,361 radio fam.

3 AM affiliates, average 1-time rate

D	8.00	7.50	13.08	26.16	38.33	62.66
N	10.00	9.83	19.00	37.33	53.66	91.66

WBAX, 250w, 1240kc, MBS, Burn-Smith

D		6.50	13.00	26.00	38.00	62.00
N		9.50	19.00	37.00	55.00	90.00

WBRE, 250w, 1340kc, NBC, Hooper, Conlan

D	9.00	9.00	13.75	27.50	39.00	63.00
N	11.00	11.00	20.00	39.00	52.00	95.00

WBRE-FM, Chan. 253, 98.5mc, 2.2kw, Bonus
WILK, 250w, 1450kc, ABC, Avery-Knodel (C.P. for 5kw-D, 1kw-N, 980kc)

D	7.00	7.00	12.50	25.00	38.00	63.00
N	9.00	9.00	18.00	36.00	54.00	90.00

WILK-FM, Chan. 241, 96.1mc, 3.1kw, Avery-Knodel, Bonus
WIZZ(FM), Chan. 277, 103.3mc, 20kw, Transit Radio

D	5.00	5.00	12.00	24.00	36.00	60.00
N	3.50	3.50	8.40	16.80	25.20	42.00

WILLIAMSPORT, Lycoming 28,185 fam., 94.1% radio, 26,522 radio fam.

2 AM affiliates, average 1-time rate

D	6.15	7.65	13.95	28.15	41.60	68.50
N	8.10	9.90	19.80	39.10	59.90	99.00

WLYC(FM), Chan. 286, 105.1mc, 3.2kw

D	4.00	5.00	8.00	16.00	24.00	40.00
N	4.00	5.00	8.00	16.00	24.00	40.00

WRAK, 250w, 1400kc, NBC, McKinney, Hooper, Conlan

D	4.80	7.80	14.40	28.80	43.20	72.00
N	7.20	10.80	21.60	43.20	64.80	108.00

WRAK-FM, Chan. 262, 100.3mc, 3.2kw, McKinney, Bonus
WWPA, 250w, 1340kc, CBS, Burn-Smith

D	7.50	7.50	13.50	27.50	40.00	65.00
N	9.00	9.00	18.00	35.00	55.00	90.00

YORK, York, 56,544 fam., 95.3% radio, 53,886 radio fam.

2 AM affiliates, average 1-time rate

D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

WNOW, 1kw-D, 1250kc, Conlan

D	6.00	7.50	19.75	33.25	46.75	75.00
N	8.00	10.00	26.50	44.50	62.50	100.00

WNOW-FM, Chan. 289, 105.7mc, 18kw, Bonus
WORK, 5kw, 1350kc, MBS, NBC, Meeker, Conlan

D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

WRZE (FM), Chan. 253, 98.5mc, 8kw

D	1.25	2.00	5.00	15.00	30.00	60.00
N	1.25	2.00	5.00	15.00	30.00	60.00

WSBA, 1kw, 910kc, ABC

D	6.50	7.50	17.50	35.00	55.00	85.00
N	12.00	12.00	27.50	47.50	75.00	125.00

WSBA-FM, Chan. 277, 103.3mc, 20kw, Bonus

For Facts on the Lancaster Market
Contact
HEADLEY-REED
Representatives of
Radio Station
WLAN

PENNSYLVANIA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Adams	44,084	39,435	12,313	11,537	93.7	20,397	31,786	7,411	3,459
Allegheny	1,508,258	1,411,539	421,301	405,712	96.3	1,470,448	1,424,333	500,227	353,268
Armstrong	80,626	81,087	22,521	21,259	94.4	45,521	54,274	17,360	11,924
Beaver	174,948	156,754	48,868	46,229	94.6	123,280	139,377	57,828	42,374
Bedford	40,668	40,809	11,359	10,313	90.8	21,352	24,027	3,953	1,918
Berks	254,454	241,884	71,076	68,375	96.2	223,763	231,140	84,244	51,098
Blair	138,934	140,358	38,808	36,828	94.9	121,979	113,091	21,222	10,679
Bradford	51,481	50,615	14,380	13,402	93.2	34,716	37,321	7,805	4,233
Bucks	144,234	107,715	40,288	39,280	97.5	71,852	102,347	23,245	14,018
Butler	97,290	87,590	27,175	25,816	95.0	68,812	74,965	17,906	11,858
Cambria	208,546	213,459	58,253	54,816	94.1	171,990	154,453	56,529	38,140
Cameron	7,105	6,852	1,984	1,835	92.5	5,442	6,163	1,112	568
Carbon	57,391	61,735	16,031	15,469	96.5	32,393	36,803	18,826	13,629
Centre	65,642	52,608	18,335	17,326	94.5	40,475	45,155	9,705	5,008
Chester	158,691	135,626	44,327	42,199	95.2	112,839	126,238	28,440	17,594
Clarion	38,284	38,410	10,693	9,944	93.0	23,325	28,836	6,356	3,926
Clearfield	85,622	92,094	23,916	22,457	93.9	51,550	61,112	17,102	9,974
Clinton	36,340	34,557	10,150	9,480	94.3	24,010	26,495	7,169	4,180
Columbia	53,276	51,413	14,881	14,032	94.3	32,122	40,395	14,353	7,932

(Continued on page 186)

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

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NOW . . . for the FIRST time- complete coverage of the great Scranton - Wilkes-Barre Area--

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WARM

Scranton and Wilkes-Barre combine in a natural trading area exceeded in population by only 20 other major markets. And WARM'S new construction will deliver the only complete coverage of this great buying area.

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NEW YORK CHICAGO

ATLANTA LOS ANGELES SAN FRANCISCO

Affiliated with A B C

The American Broadcasting Co.

PENNSYLVANIA RADIO MARKET DATA BY COUNTIES

(Continued from page 185)

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qr. 1948 ($000)
Crawford	78,604	71,644	21,956	20,704	94.3	64,983	69,887	16,038	9,217
Cumberland	94,079	74,806	26,279	24,912	94.8	55,162	71,803	15,835	8,183
Dauphin	197,127	177,410	55,063	52,915	96.1	196,547	192,893	56,402	35,529
Delaware	413,023	310,756	115,369	112,830	97.8	296,813	291,504	74,068	51,162
Elk	34,443	34,443	9,620	9,119	94.8	20,365	20,546	10,608	6,309
Erie	218,407	180,889	61,007	58,200	95.4	183,590	214,295	73,199	48,687
Fayette	189,432	200,999	52,913	49,685	93.9	130,560	140,368	35,682	24,100
Forest	4,919	5,791	1,374	1,283	93.4	2,466	2,361	789	439
Franklin	76,045	69,378	21,241	19,711	92.8	47,000	61,186	14,580	7,547
Fulton	10,364	10,673	2,894	2,650	91.6	3,389	4,230	575	216
Greene	45,251	44,671	12,639	11,703	92.6	20,795	23,045	11,032	8,347
Huntingdon	40,750	41,836	11,382	10,460	91.9	23,690	24,467	7,849	4,420
Indiana	76,889	79,854	21,477	20,188	94.0	46,396	53,912	13,532	8,881
Jefferson	48,824	54,090	13,637	12,736	93.4	34,366	35,408	11,038	6,479
Juniata	15,226	15,373	4,253	3,882	91.3	7,145	9,700	1,852	673
Lackawanna	256,494	301,243	71,646	67,777	94.6	204,698	204,343	70,074	40,988
Lancaster	234,137	212,504	65,401	61,149	93.5	200,722	214,306	58,892	32,122
Lawrence	105,085	96,877	29,353	27,914	95.1	82,399	86,810	26,440	17,777
Lebanon	81,415	72,641	22,741	21,694	95.4	65,457	73,188	22,245	12,975
Lehigh	196,789	177,538	54,968	53,044	96.5	186,686	190,701	63,391	36,648
Luzerne	391,219	441,518	109,279	104,361	95.5	300,607	306,024	107,746	66,803
Lycoming	100,903	93,633	28,185	26,522	94.1	82,357	86,264	26,351	14,947
McKean	56,308	56,673	15,728	15,051	95.7	49,663	49,272	16,834	9,772
Mercer	111,530	101,039	31,153	29,688	95.3	88,837	99,330	31,501	22,662
Mifflin	43,559	42,993	12,167	11,327	93.1	31,773	33,504	11,411	6,416
Monroe	33,627	29,802	9,393	8,913	94.9	29,546	33,176	7,596	3,919
Montgomery	350,804	289,247	97,989	95,343	97.3	303,443	310,367	88,356	57,297
Montour	15,973	15,466	4,461	4,099	91.9	7,414	7,432	1,896	979
Northampton	183,712	168,959	51,316	49,417	96.3	159,584	164,609	67,255	44,915
Northumberland	116,889	126,887	32,650	30,919	94.7	80,506	88,251	31,108	17,404
Perry	24,728	23,213	6,907	6,485	93.9	10,438	14,233	2,130	886
Philadelphia	2,057,210	1,931,334	574,639	552,228	96.1	2,209,935	2,108,988	750,739	509,398
Pike	8,367	7,452	2,337	2,210	94.6	4,313	5,490	694	325
Potter	16,752	18,201	4,679	4,000	91.9	12,871	13,020	1,765	784
Schuylkill	200,281	228,331	55,944	53,034	94.8	136,244	138,380	42,004	23,872
Snyder	24,524	20,208	6,850	6,322	92.3	7,415	11,127	2,568	1,063
Somerset	81,635	84,957	22,803	21,115	92.6	50,310	54,223	12,656	7,319
Sullivan	6,720	7,504	1,877	1,721	91.7	2,609	3,612	870	404
Susquehanna	31,845	33,893	8,895	8,299	93.3	17,407	19,473	2,691	1,179
Tioga	35,384	35,004	9,883	9,240	93.5	21,940	25,261	5,501	3,140
Union	23,095	20,247	6,451	6,083	94.3	10,836	12,203	2,717	1,183
Venango	65,038	63,958	18,167	17,113	94.2	45,958	47,608	15,264	9,287
Warren	42,579	42,789	11,893	11,203	94.2	45,504	45,102	9,163	5,250
Washington	209,001	210,852	58,380	55,344	94.8	150,142	159,730	51,664	35,552
Wayne	28,004	29,934	7,822	7,329	93.7	19,554	21,987	3,641	1,555
Westmoreland	293,859	303,411	82,083	78,225	95.3	206,250	244,164	72,973	48,224
Wyoming	16,676	16,702	4,658	4,364	93.7	11,916	13,303	1,496	734
York	202,430	178,022	56,544	53,886	95.3	164,027	170,769	61,351	35,417

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

Phila. Still 3d City in U. S. With 2,057,210 Population; Los Angeles 103,174 Behind

More people are living in Philadelphia

ACCORDING TO U. S. CENSUS, 1950

More people in Philadelphia are listening to WFIL

ACCORDING TO B. M. B., 1950

DOES THAT MEAN THAT ADVERTISERS WILL FIND MORE PHILADELPHIA PROSPECTS PER DOLLAR THROUGH WFIL?

IT DOES!

If you're an advertiser, let us prove it ON YOUR CAMPAIGN

WFIL

The Philadelphia Inquirer Station

ABC AFFILIATE

Represented by

THE KATZ AGENCY

FOR *REAL* SELLING IN AMERICA'S THIRD MARKET

RHODE ISLAND RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Bristol	29,039	25,548	8,111	8,046	99.2	14,401	16,530	7,744	4,729
Kent	77,651	58,311	21,690	21,408	98.7	42,782	53,140	13,645	8,267
Newport	53,940	46,696	15,067	14,871	98.7	45,001	41,957	5,414	2,670
Providence	579,467	550,298	161,862	160,081	98.9	553,050	559,607	218,583	135,147
Washington	46,221	32,493	12,910	12,535	97.1	37,149	37,557	8,091	4,348

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

RHODE ISLAND

SPOT RATE FINDER

NEWPORT, Newport, 15,067 fam., 98.7% radio, 14,871 radio fam.

WRJM, 1kw-D, 1540kc

	SB	1M	5M	15M	30M	1 Hr
D	4.00	7.50	10.00	24.00	36.00	60.00

PAWTUCKET, Providence, 161,862 fam., 98.9% radio, 160,081 radio fam.

WPAW, 500w-D, 1380kc

D	3.00	5.00	6.50	16.50	27.50	50.00

PROVIDENCE, Providence, 161,862 fam., 98.9% radio, 160,081 radio fam.

4 AM affiliates, average 1-time rate

D	11.25	12.00	22.00	44.00	66.00	110.00
N	22.50	24.00	44.00	88.00	129.50	220.00

3 AM non-affiliates, average 1-time rate

D	5.58	8.86	17.70	35.33	55.33	88.66

WDEM, 500w-D, 1290kc

D	5.75	8.60	17.10	34.00	52.00	86.00
N	7.60	11.50	23.00	46.00	69.00	114.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

WRIB

Providence, Rhode Island

NOW 1 KW!

A BIG Buy In Coverage

A BIG Buy In Audience

NO CHANGE IN RATES!

See Forjoe for the story of the biggest independent audience gains in recent Providence history!

WRIB

1,000 watts

1220 kc

WEAN, 5kw, 790kc, MBS, Petry, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	11.00	11.00	22.00	44.00	66.00	110.00
N	22.00	22.00	44.00	88.00	132.00	220.00

WFCI, 5kw, 1420kc, ABC, Avery-Knodel, Hooper

D	10.00	10.00	20.00	40.00	60.00	100.00
N	20.00	20.00	40.00	80.00	120.00	200.00

WHIM, 1kw-D, 1110kc, Young, Ketell-Carter

D	5.00	9.00	18.00	36.00	54.00	90.00

WJAR, 5kw, 920kc, NBC, Weed

D	9.00	12.00	22.00	44.00	66.00	110.00
N	18.00	24.00	44.00	88.00	122.00	220.00

WJAR-FM, Chan. 238, 95.5mc, 20kw, Bonus

WJAR-TV, Chan. 11, 15kw-aur.; 30kw-vis., CBS, NBC, DuMont

D	40.00	40.00	65.00	100.00	150.00	250.00
N	40.00	40.00	65.00	100.00	150.00	250.00

WLIV(FM), Chan. 229, 107.7mc, 20kw (Sold in combination with WDEM, Providence, R. I.)

WPJB(FM), Chan. 286, 105.1mc, 20kw, Walker

D	3.00	3.00	6.00	12.00	18.00	30.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WPRO, 5kw, 630kc, CBS, Raymer, Hooper

D	15.00	15.00	24.00	48.00	72.00	120.00
N	30.00	30.00	48.00	96.00	144.00	240.00

WPRO-FM, Chan. 222, 92.3mc, 20kw, Bonus

WRIB, 1kw, 1220kc

D	6.00	9.00	18.00	36.00	60.00	90.00
N	6.00	9.00	18.00	36.00	60.00	90.00

WESTERLY, Washington, 12,910 fam., 97.1% radio, 12,535 radio fam.

WERI, 250w, 1230kc, Continental, Brannan, Conlan

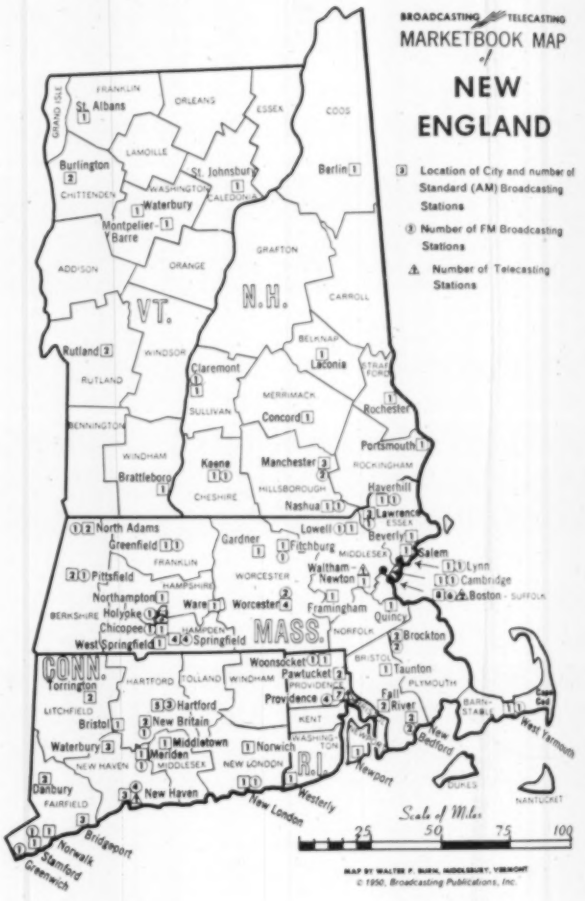
D	3.50	4.50	9.00	18.00	30.00	50.00
N	5.50	7.50	15.00	30.00	48.00	80.00

WOONSOCKET, Providence, 161,862 fam., 98.9% radio, 160,081 radio fam.

WWON, 250w, 1240kc

D	5.85	7.20	14.40	25.92	43.20	72.00
N	6.50	8.00	16.00	32.00	48.00	80.00

WWON-FM, Chan. 288, 105.9mc, 0.39kw, Bonus



MAP BY WALTER F. BURN, MIDDLEBURY, VERMONT
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MARKET INDICATORS FOR RHODE ISLAND

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population		'50	786,324	'40
% of U.S.		'50	0.52%	'40
Families		'50	219,643	'40
Percent Radio		'49	98.8%	'46
Radio Families		'50	217,007	'46
Retail Sales	$ 692,383,000	'49	708,791,000	'48
Retail Trade Employes		'48	39,057	'39
Wholesale Sales Volume	$ 712,500,000	'48	239,000,000	'39
Wholesale Trade Employes		'48	10,917	'39
Employment (Mid-March)		'48	261,945	'47
Taxable Payrolls (1st quarter)	$ 161,594,000	'48	146,680,000	'47
Income	$1,165,000,000	'48	511,000,000	'40
Percent distribution		'48	0.67%	'40
Per Capita Income	$1,561	'48	715	'40
Percent of national per capita income		'48	124%	'40
New Construction (Private)	$ 60,400,000	'49	19,200,000	'39
Residential	$ 32,000,000	'49	10,300,000	'39
Non-Residential	$ 15,100,000	'49	5,000,000	'39
Value added by Manufacture	$ 658,420,000	'47	237,698,000	'39
Automobile Registration		'49	224,244	'48
Telephones		'49	160,200	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

WPRO AUDIENCE LEADERSHIP
GREATER THAN EVER!

✓ Compare the 1949-1950 Winter-Spring Hooper Audience Index for Providence-Pawtucket with the seasonal index one year ago.

✓ You'll find WPRO's first-place audience leadership in New England's SECOND LARGEST MARKET is *greater than ever!*

✓ WPRO's Share of Audience is *greater* than the second-place station by:

WPRO WINTER-SPRING STATION AUDIENCE INDEX LEADERSHIP

	1948-1949	1949—1950
MORNING 8 A.M. - NOON MON. *thru* FRI.	. . . 84.2%	. . . 152.4%
AFTERNOON NOON - 6 P.M. MON. *thru* FRI.	. . . 59.0%	. . . 73.5%
EVENING 6 - 10:30 P.M. SUN. *thru* SAT.	. . . 31.6%	. . . 50.2%

WPRO

PROVIDENCE

BASIC CBS | 5000 WATTS

AM & FM | 630 KC

Represented by Raymer

COVERAGE
Sure...We've Got It
BUT...
Like the Gamecock's Spurs...It's the
PENETRATION
WSPA Has

In This Prosperous Carolina Piedmont (Spartanburg-Greenville) Area That Makes This Station Your Most Potent Mass Salesman!

BMB Report No. 2 Shows WSPA With The *Largest Audience Of Any Station In The Area!*

AND...This Hooper Report Shows How WSPA *Dominates This Area!*

HOOPER RATING -- Winter 1949

8:00 AM -- 12:00 N 63.2
12:00 N -- 6:00 PM 53.6
(Monday thru Friday)
6:00 PM -- 10:00 PM . . . 67.6
(Sunday thru Saturday)

GIVE YOUR SALES A POTENT PERMANENT HYPO

AIR YOUR WARES OVER WSPA
SPARTANBURG, S. C.

Represented By:
John Blair & Co.
Harry E. Cummings
Southeastern Representative
Roger A. Shaffer
Managing Director
Guy Vaughan, Jr., *Sales Manager*

CBS Station For The Spartanburg-Greenville Market.....
5,000 Watts -- 950 On Your Dial

SOUTH CAROLINA

MARKET INDICATORS FOR SOUTH CAROLINA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,107,813	'50	1,899,804	'40
% of U.S.	1.41%	'50	1.44%	'40
Families	588,774	'50	794,860	'40
Percent Radio	83.2%	'49	71.2%	'46
Radio Families	489,859	'50	324,000	'46
Retail Sales	$1,104,746,000	'49	1,141,201,000	'48
Retail Trade Employes	63,874	'48	43,997	'39
Wholesale Sales Volume	$ 991,602,000	'48	297,200,000	'39
Wholesale Trade Employes	13,725	'48	8,892	'39
Employment (Mid-March)	354,505	'48	336,331	'47
Taxable Payrolls (1st quarter)	$ 176,083,000	'48	149,131,000	'47
Income	$1,714,000,000	'48	545,000,000	'40
Percent distribution	0.83%	'48	0.72%	'40
Per Capita Income	$856	'48	286	'40
Percent of national per capita income	61%	'48	50%	'40
New Construction (Private)	$ 87,600,000	'47	30,300,000	'39
Residential	$ 33,100,000	'47	16,500,000	'39
Non-Residential	$ 30,300,000	'48	6,900,000	'39
Value added by Manufacture	$ 794,312,000	'47	169,294,000	'39
Automobile Registration	527,439	'49	484,579	'48
Telephones	199,600	'49	124,900	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

* * *

SPOT RATE FINDER

ANDERSON, Anderson, 25,312 fam., 86.3% radio, 21,844 radio fam.
WAIM, 250w, 1230kc, CBS, Burn-Smith, BMB, Dodson

	SB	1M	5M	15M	30M	1 Hr
D	7.00	7.00	18.00	36.00	54.00	90.00
N	7.00	7.00	18.00	36.00	54.00	90.00

WCAC(FM), Chan. 266, 101.1mc, 41kw, Burn-Smith, Dodson, Bonus
WANS, 1kw-D, 1280kc

D	4.00	13.00	26.00	38.00	65.00

BENNETTSVILLE, Marlboro, 8,862 fam., 79.4% radio, 7,036 radio fam.
WBSC, 250w, 1400kc, MBS, McGillvra

D	4.00	4.00	8.00	16.00	24.00	40.00
N	4.00	4.00	8.00	16.00	24.00	40.00

CAMDEN, Kershaw, 9,003 fam., 79.0% radio, 7,112 radio fam.
WACA, 1kw-D, 1590kc

D	3.00	8.40	14.40	24.20	38.40

CHARLESTON, Charleston, 44,647 fam., 82.0% radio, 36,610 radio fam.
4 AM affiliates, average 1-time rate

D	5.00	5.00	10.00	18.75	28.87	50.12
N	9.75	9.75	20.00	37.50	57.50	100.00

WCSC, 5kw, 1390kc, CBS, Free & Peters, BMB, Hooper

D	6.00	6.00	12.00	20.00	32.50	62.50
N	12.00	12.00	25.00	40.00	65.00	125.00

WCSC-FM, Chan. 245, 96.19mc, 36kw, Bonus

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

WHAN, 250w, 1340kc, ABC, Burn-Smith, BMB, Hooper

	SB	1M	5M	15M	30M	1 H
D	4.00	4.00	8.00	16.00	24.00	40.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WPAL, 1kw-D, 730kc, Walker

D	4.50	4.50	8.00	15.00	24.00	45.00

WTMA, 5kw-D, 1kw-N, 1250kc, NBC, Hollingbery

D	6.00	6.00	12.00	24.00	36.00	60.00
N	12.00	12.00	24.00	48.00	72.00	120.00

WTMA-FM, Chan. 236, 95.1mc 49kw, Bonus
WUSN, 250w, 1450kc, MBS, Cooke, Hooper

D	4.00	4.00	8.00	15.00	23.00	38.00
N	7.00	7.00	15.00	30.00	45.00	75.00

CHESTER, Chester, 9,098 fam., 84.2% radio, 7,660 radio fam.
WGCD, 250w, 1490kc, MBS, McGillvra

D	4.00	4.00	8.00	16.00	24.00	40.00

COLUMBIA, Richland, 39,632 fam., 86.4% radio 34,242 radio fam.
4 AM affiliates, average 1-time rate

D	6.25	6.25	12.62	23.00	37.50	62.50
N	9.75	9.75	18.75	37.50	56.25	93.75

WCOS, 250w, 1400kc, ABC, Taylor, Hooper, Conlan

D	5.00	5.00	12.50	20.00	36.00	60.00
N	7.00	7.00	16.00	32.00	48.00	80.00

WIS, 5kw, 560kc, NBC, Free & Peters, Hooper, BMB

D	10.00	10.00	16.00	32.00	48.00	80.00
N	17.00	17.00	28.00	56.00	84.00	140.00

* * *

WIS-FM, Chan. 233, 94.5mc, 1.3kw, Bonus
WMSC, 1kw-D, 500w-N, 1320kc, CBS, Avery-Knodel, BMB, Hooper, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	20.00	30.00	50.00
N	8.00	8.00	15.00	30.00	45.00	75.00

WNOK, 250w, 1230kc, MBS, Forjoe, Hooper

D	5.00	5.00	12.00	20.00	36.00	60.00
N	7.00	7.00	16.00	32.00	48.00	80.00

CONWAY, Horry, 16,720 fam., 79.6% radio, 13,309 radio fam.
WLAT, 250w, 1490kc, MBS, McGillvra, Conlan

D	3.00	4.00	8.00	16.00	24.00	40.00
N	3.00	4.00	8.00	16.00	24.00	40.00

DILLON, Dillon, 8,641 fam., 80.7% radio, 6,973 radio fam.
WDSC, 1kw-D, 800kc, MBS, McGillvra, BMB

D	5.00	10.00	20.00	30.00	50.00

FLORENCE, Florence, 22,046 fam., 81.5% radio, 17,967 radio fam.
WJMX, 5kw-D, 1kw-N, 970 kc, ABC, Walker, BMB

D	5.00	7.50	15.00	28.00	45.00	75.00
N	7.50	10.00	20.00	40.00	60.00	100.00

WOLS, 250w, 1230kc, McGillvra, Conlan

D	3.60	4.80	9.60	19.20	28.80	48.00
N	4.50	6.00	12.00	24.00	36.00	60.00

GAFFNEY, Cherokee, 9,752 fam., 86.3% radio, 8,415 radio fam.
WFGN, 250w-D, 1570kc

D	1.80	1.80	3.35	6.65	13.25	26.50
N	1.95	1.95	3.70	7.25	14.50	29.00

GEORGETOWN, Georgetown, 8,778 fam., 79.1% radio, 6,943 radio fam.
WGTN, 250w, 1400kc, MBS

D	4.00	4.50	9.00	17.00	30.00	50.00
N	4.00	4.50	9.00	17.00	30.00	50.00

GREENVILLE, Greenville, 46,607 fam., 89.2% radio, 41,573 radio fam.
3 AM affiliates, average 1-time rate

D	7.16	7.16	13.33	25.33	38.00	63.33
N	12.00	12.00	24.00	48.00	72.00	120.00

WESC, 5kw-D, 660kc, MBS, Walker, Conlan

D	7.00	7.00	15.00	28.00	42.00	70.00

WESC-FM, Chan. 223, 92.5mc, 12kw, Walker, Bonus days only

N	3.50	3.50	7.50	14.00	21.00	35.00

WFBC, 5kw, 1330kc, NBC, Avery-Knodel, Conlan

D	7.50	7.50	15.00	28.00	42.00	70.00
N	14.00	14.00	28.00	56.00	84.00	140.00

WFBC-FM, Chan. 229, 93.7mc, 240kw, Bonus
WMRC, 5kw, 1440kw, ABC, Burn-Smith

D	7.00	7.00	10.00	20.00	30.00	50.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WMRC-FM, Chan. 235, 94.9mc, 79kw (No data available)
WMUU, 1kw-D, 1260kc

D	3.00	4.00	6.50	12.00	20.00	30.00

GREENWOOD, Greenwood, 11,582 fam., 85.4% radio, 9,891 radio fam.
WCRS, 250w, 1450kc, NBC, McGillvra

D	4.00	4.00	7.00	15.00	25.00	40.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WCRS-FM, Chan. 239, 95.7mc, 8.6kw, NBC, McGillvra

D	4.00	4.00	7.00	15.00	25.00	40.00
N	5.00	5.00	10.00	20.00	30.00	50.00

GREER, Greenville, 46,607 fam., 89.2% radio, 41,573 radio fam.
WEAB, 250w-D, 800kc

D	4.00	12.00	20.00	35.00	60.00	

HARTSVILLE, Darlington, 13,967 fam., 80.7% radio, 11,271 radio fam.
WHSC, 250w, 1450kc, MBS

D	3.00	3.00	8.00	16.00	24.00	40.00
N	3.00	3.00	8.00	16.00	24.00	40.00

KINGSTREE, Williamsburg, 12,237 fam., 76.2% radio, 9,324 radio fam.
WDKD, 1kw-D, 1300kc

D	4.00	5.00	10.00	20.00	30.00	50.00

LAURENS, Laurens, 13,106 fam., 84.2% radio, 11,035 radio fam.
WLBG, 250w-D, 860kc

D	5.00	5.00	6.50	15.00	25.00	40.00

HULLINS, Marion, 9,272 fam., 79.1% radio, 7,334 radio fam.
WJAY, 1kw-D, 1280kc

	SB	1M	5M	15M	30M	1 H
D	3.00	3.50	9.00	18.00	27.00	45.00

MYRTLE BEACH, Horry, 16,720 fam., 79.6% radio, 13,309 radio fam.
WMRA, 250w, 1450kc, McGillvra

D	3.00	3.00	6.00	12.00	21.00	30.00
N	3.00	3.00	6.00	12.00	21.00	30.00

NEWBERRY, Newberry, 8,881, 82.8% radio, 7,353 radio fam.
WKDK, 250w, 1240kc, MBS, Conlan

D	5.00	5.00	12.00	24.00	36.00	60.00
N	5.00	5.00	12.00	24.00	36.00	60.00

ORANGEBURG, Orangeburg, 18,983 fam., 78.3% radio, 14,863 radio fam.
WRNO, 250w, 1450kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	8.00	18.00	25.00	35.00
N	5.00	5.00	10.00	20.00	30.00	50.00

WTND, 1kw-D, 1270kc

D	4.50	4.50	10.00	20.00	30.00	50.00

ROCK HILL, York, 19,991, 85.9% radio, 17,172 radio fam.
WRHI, 250w, 1340kc, MBS

D	4.50	5.00	9.00	17.00	30.00	50.00
N	4.50	5.00	9.00	17.00	30.00	50.00

WRHI-FM, Chan. 248, 97.5mc, 9.4kw, Bonus
WTYC, 1kw-D, 1150kc, Continental

D	6.00	8.00	12.00	24.00	36.00	60.00

SENECA, Oconee, 10,898 fam., 84.8% radio, 9,241 radio fam.
WSNW, 1kw-D, 1150kc

D	4.00	4.00	9.00	18.00	30.00	60.00

SPARTANBURG, Spartanburg, 41,309, 88.5% radio, 36,558 radio fam.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	6.75	6.75	13.50	27.00	40.50	67.50
N	9.75	9.75	16.25	39.00	58.50	97.50

WORD, 250w, 1400kc, ABC, Hollingbery

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.00	7.00	17.50	28.00	42.00	70.00

WDXY(FM), Chan. 263, 100.5mc, 12kw, ABC

D	3.00	3.00	5.50	11.25	18.75	30.00
N	3.00	3.00	5.50	11.25	18.75	30.00

WSPA, 5kw, 950kc, CBS, Blair, BMB, Hooper

D	8.50	8.50	17.00	34.00	51.00	85.00
N	12.50	12.50	25.00	50.00	75.00	125.00

WSPA-FM, Chan. 255, 98.9mc, 4.85kw, Bonus

SUMTER, Sumter, 16,020 fam., 78.6% radio, 12,591 radio fam.
WFIG, 250w, 1340kc, MBS, McGillvra

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	18.00	28.00	40.00
N	6.00	6.00	14.00	24.00	30.00	50.00

UNION, Union, 8,731 fam., 84.4% radio, 7,368 radio fam.
WBCU, 1kw, 1460kc, MBS

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WALTERBORO, Colleton, 7,891 fam., 77.3% radio, 6,099 radio fam.
WALD, 250w, 1490kc, MBS

D		5.00	15.00	25.00	40.00	60.00
N		5.00	15.00	25.00	40.00	60.00

SOUTH CAROLINA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Abbeville	22,468	22,931	6,275	5,032	80.2	7,898	9,213	2,598	1,459
Aiken	53,135	49,916	14,842	12,467	84.0	19,762	17,337	8,577	4,394
Allendale	12,475	13,040	3,484	2,721	78.1	3,966	4,149	838	277
Anderson	90,618	88,712	25,312	21,844	86.3	47,848	52,475	19,029	9,817
Bamberg	17,605	18,643	4,917	3,791	77.1	8,093	7,703	1,585	597
Barnwell	17,174	20,138	4,797	3,727	77.7	6,581	5,126	789	277
Beaufort	26,941	22,037	7,525	5,764	76.6	7,947	9,727	1,612	604
Berkeley	30,478	27,128	8,513	6,708	78.8	6,110	6,890	1,599	499
Calhoun	14,789	16,229	4,131	3,205	77.6	5,638	4,155	863	275
Charleston	159,838	121,105	44,647	36,610	82.0	122,594	112,776	29,308	13,694
Cherokee	34,913	33,290	9,752	8,415	86.3	13,878	14,639	5,734	2,680
Chester	32,571	32,579	9,098	7,660	84.2	15,959	16,562	7,094	3,677
Chesterfield	36,121	35,963	10,089	8,222	81.5	13,309	15,424	2,921	1,152
Clarendon	32,221	31,500	9,000	6,948	77.2	9,278	8,901	1,020	356
Colleton	28,251	26,268	7,891	6,099	77.3	10,450	11,659	2,265	725
Darlington	50,003	45,198	13,967	11,271	80.7	22,639	25,113	7,003	3,828
Dillon	30,936	29,625	8,641	6,973	80.7	12,077	12,975	1,322	757
Dorchester	22,498	19,928	6,284	5,027	80.0	7,637	8,679	1,722	620
Edgefield	16,608	17,894	4,639	3,711	80.0	6,143	6,315	1,667	744
Fairfield	21,791	24,187	6,086	4,850	79.7	8,319	7,531	3,160	1,390
Florence	78,928	70,582	22,046	17,967	81.5	46,102	50,099	7,647	3,100
Georgetown	31,426	26,352	8,778	6,943	79.1	12,383	14,723	4,773	2,476
Greenville	166,855	136,580	46,607	41,573	89.2	130,119	132,545	48,067	26,629
Greenwood	41,467	40,083	11,582	9,891	85.4	29,800	30,672	16,859	9,031
Hampton	18,153	17,465	5,070	3,954	78.0	4,534	5,878	2,279	870
Harry	59,858	51,951	16,720	13 309	79.6	25,737	28,695	3,423	1,338
Jasper	10,985	11,011	3,060	2,399	78.4	2,015	3,543	879	274
Kershaw	32,233	32,913	9,003	7,112	79.0	12,073	13,527	3,568	1,587
Lancaster	37,112	33,542	10,366	8,997	86.8	15,422	19,607	7,538	3,998
Laurens	46,923	44,185	13,106	11,035	84.2	20,673	21,654	8,899	4,807
Lee	23,168	24,908	6,471	4,905	75.8	9,068	6,527	498	187
Lexington	43,636	35,994	12,188	10,371	85.1	12,678	16,605	4,037	1,535
McCormick	9,571	10,367	2,673	2,079	77.8	2,746	2,753	1,187	433
Marion	33,194	30,107	9,272	7,334	79.1	16,231	16,510	2,663	1,083
Marlboro	31,728	33,281	8,862	7,036	79.4	13,601	13,670	2,992	1,294
Newberry	31,796	33,577	8,881	7,353	82.8	17,405	17,002	6,479	3,066
Oconee	39,016	36,512	10,898	9,241	84.8	13,471	15,379	3,599	1,375
Orangeburg	67,962	63,707	18,983	14,863	78.3	30,380	30,782	5,852	2,433
Pickens	40,053	37,111	11,187	9,900	88.5	15,373	16,870	8,110	3,858
Richland	141,883	104,843	39,632	34,242	86.4	123,948	119,138	29,304	14,359
Saluda	15,954	17,192	4,456	3,591	80.6	3,624	4,282	944	284
Spartanburg	147,888	127,733	41,309	36,558	88.5	94,098	101,265	37,793	20,049
Sumter	57,354	52,463	16,020	12,591	78.6	33,931	29,230	8,053	3,386
Union	31,259	31,360	8,731	7,368	84.4	16,819	14,962	7,609	4,032
Williamsburg	43,810	41,011	12,237	9,324	76.2	12,058	14,726	1,799	599
York	71,570	58,663	19,991	17,172	85.9	34,311	44,208	15,139	8,242

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

ONLY **WFBC** gives you 40% to 100% B.M.B. circulation in South Carolina's richest market area, the 8-county

"PIEDMONT CORRIDOR"

with RETAIL SALES of $359,280,000

GREENVILLE
SPARTANBURG
ANDERSON
LAURENS
ABBEVILLE
PICKENS
OCONEE
GREENWOOD

THE ONLY MEDIUM WHICH CAN GIVE YOU THIS ONE-THIRD OF SOUTH CAROLINA'S RETAIL SALES IS . . . . . .

WFBC —THE NEWS—PIEDMONT STATION, GREENVILLE, S. C.

NBC for Greenville, Spartanburg, Anderson Markets. Represented by Avery-Knodel

SOUTH DAKOTA

SPOT RATE FINDER

ABERDEEN, Brown, 9,090 fam., 97.9% radio, 8,899 radio fam.

KSDN, 1kw, 930kc, MBS, Weed, Conlan & BMB

	SB	1M	5M	15M	30M	1 Hr
D	5.50	5.50	11.00	22.00	33.00	55.00
N	8.00	8.00	16.00	32.00	48.00	80.00

DEADWOOD, Lawrence, 4,573 fam., 96.4% radio, 4,408 radio fam.

KDSJ, 250w, 1450kc, Clark, LBS

D	5.00	6.00	9.00	18.00	27.00	45.00
N	6.00	7.00	10.00	20.00	30.00	50.00

HURON, Beadle, 5,874 fam., 96.3% radio, 5,656 radio fam.

KIJV, 250w, 1340kc, MBS, Lawson

D	2.40	4.00	9.60	19.20	28.80	48.00
N	3.00	5.00	12.00	24.00	36.00	60.00

MITCHELL, Davison, 4,593 fam., 96.4% radio, 4,427 radio fam.

KORN, 250w, 1490kc, MBS

D	3.75	5.00	10.00	20.00	30.00	50.00
N	4.50	6.00	12.00	24.00	36.00	60.00

PIERRE, Hughes, 2,256 fam., 96% radio, 2,165 radio fam.

KGFX, 200w-D, 630kc, Continental, BMB

D	2.50	10.00	25.00	36.00	60.00

RAPID CITY, Pennington, 9,450 fam., 95.5% radio, 9,024 radio fam.

KOTA, 5kw, 1380kc, CBS, Johns, Hooper

D	7.50	10.00	15.00	30.00	50.00	80.00
N	9.00	12.50	20.00	45.00	65.00	100.00

KOTA-FM, Chan. 232, 94.7mc, 16kw (Rates not available)

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

SIOUX FALLS, Minnehaha, 19,656 fam., 97.5% radio, 19,164 radio fam.

2 AM affiliates, average 1-time rate.

	SB	1M	5M	15M	30M	1 Hr
D	7.50	8.00	15.00	30.00	45.00	75.00
N	11.50	12.50	22.00	44.00	66.00	110.00

2 AM non-affiliates, average 1-time rate

D	4.50	5.75	11.50	23.00	34.50	57.50
N	6.00	8.20	17.75	32.00	48.00	80.00

KELO, 5kw, 1320kc, NBC, Pearson, Conlan

D	10.00	10.00	18.00	36.00	54.00	90.00
N	15.00	15.00	26.00	52.00	78.00	130.00

KIHO, 1kw, 1270kc, MBS, Raymer

D	5.00	6.00	12.00	24.00	36.00	60.00
N	8.00	10.00	18.00	36.00	54.00	90.00

KISD, 250w, 1230kc, Cooke, Conlan

D	4.00	5.00	8.00	16.00	24.00	40.00
N	6.00	8.40	17.50	28.00	42.00	70.00

KSOO, 5kw, 1140kc, Avery-Knodel

D	5.00	6.50	15.00	30.00	45.00	75.00
N	6.00	8.00	18.00	36.00	54.00	90.00

WATERTOWN, Codington, 5,280 fam., 96.8% radio, 5,111 radio fam.

KWAT, 1kw, 950kc, Walker, Lawson

D	3.70	5.00	10.80	16.90	32.00	56.70
N	4.25	6.35	12.35	20.00	37.50	66.50

YANKTON, Yankton, 4,690 fam., 95.3% radio, 4,328 radio fam.

WNAX, 5kw, 570kc, ABC, MBS, Katz, BMB, Diary

D	14.00	21.00	26.00	52.00	78.00	130.00
N	18.00	27.00	37.50	75.00	140.00	275.00

MARKET INDICATORS FOR SOUTH DAKOTA

CLASSIFICATIONS		FIGURES	YR.	FIGURES	IR.
Population		650,025	'50	642,961	'40
% of U.S.		0.43%	'50	0.49%	'40
Families		181,571	'50	163,580	'40
Percent Radio		95.9%	'49	91.4%	'46
Radio Families		174,126	'50	137,700	'46
Retail Sales	$	666,592,000	'49	618,827,000	'48
Retail Trade Employes		29,240	'48	17,798	'29
Wholesale Sales Volume	$	792,828,000	'48	133,400,000	'29
Wholesale Trade Employes		8,030	'48	4,984	'29
Employment (Mid-March)		71,819	'48	67,606	'47
Taxable Payrolls (1st quarter)	$	36,620,000	'48	30,060,000	'47
Income	$	963,000,000	'48	242,000,000	'40
Percent distribution		0.47%	'48	0.32%	'40
Per Capita Income		$1,577	'48	376	'40
Percent of national per capita income		112%	'48	65%	'40
New Construction (Private)	$	39,400,000	'47	9,000,000	'29
Residential	$	12,100,000	'47	2,500,000	'29
Non-Residential	$	6,500,000	'48	1,300,000	'29
Value added by Manufacture	$	51,398,000	'47	19,619,000	'29
Automobile Registration		272,545	'49	249,659	'48
Telephones		163,500	'49	101,000	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

5000 WATTS

KELO

NBC

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

SELLING!
THE RICHEST CORNER OF THREE STATES
IN
THE NATION'S GREAT FARM MARKET
SOUTHWESTERN MINNESOTA
NORTHWESTERN IOWA—SOUTH DAKOTA

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

HERE'S WHY

Advertising Stays - Where It Pays

On WNAX-570

COVERAGE

Big Aggie Land, 267 BMB counties in Minnesota, the Dakotas, Nebraska and Iowa, is served only by WNAX. In this world's richest agricultural area, 405,210 families listen to WNAX . . . 80% of them three to seven times every week.

MARKET

In 1949 folks in Big Aggie Land enjoyed a buying income of $3,855,970,000 — greater than San Francisco, Philadelphia, or Washington, D. C. Retail sales in Big Aggie Land totaled $2,931,783,000 — greater than Los Angeles, Detroit or St. Louis.*

*Compiled from 1950 Sales Management Survey of Buying Power.

COST

On the basis of a one-time Class A chain break, 4.4c buys 1,000 BMB radio homes. $1.00 gets you 22,512 radio homes.

COMPLETE

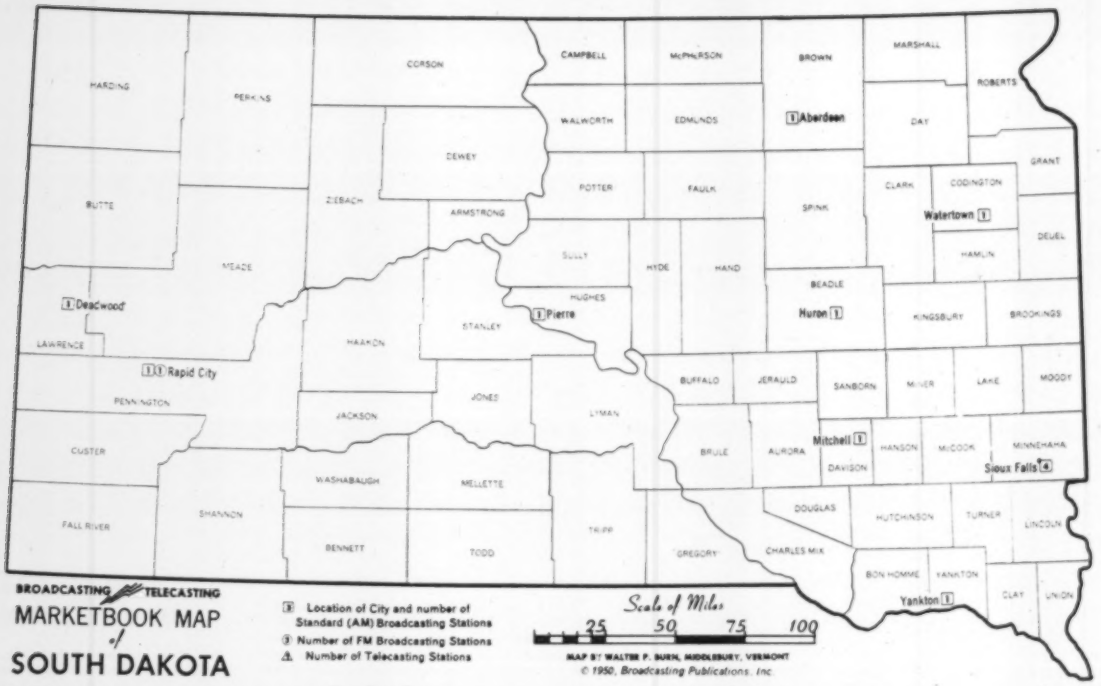
No conflict with TV — no need to buy several stations to assure complete market coverage. WNAX alone delivers this Major Market in one big, low-cost package. See your Katz man.

WNAX-570

YANKTON - SIOUX CITY

570 Kc. - 5,000 Watts — *A Cowles Station*

REPRESENTED BY KATZ — **AFFILIATED WITH A.B.C.**



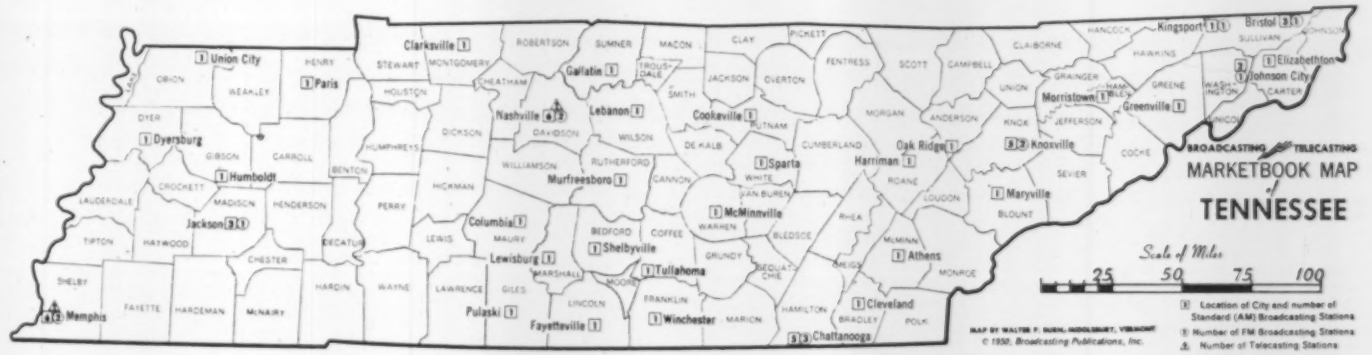
SOUTH DAKOTA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Aurora	5,008	5,387	1,398	1,315	94.1	3,158	3,002	161	53
Beadle	21,032	19,648	5,874	5,656	96.3	26,801	24,090	3,686	1,879
Bennett	3,394	3,983	948	847	89.4	1,856	2,276	120	46
Bon Homme	9,437	10,241	2,636	2,506	95.1	7,023	8,016	526	181
Brookings	17,799	16,560	4,971	4,826	97.1	20,315	16,677	1,379	601
Brown	32,543	29,676	9,090	8,899	97.9	46,939	46,118	5,332	2,701
Brule	6,073	6,195	1,696	1,612	95.1	6,538	7,027	433	167
Buffalo	1,607	1,853	448	410	91.7	398	186	8	1
Butte	8,091	8,004	2,260	2,169	96.0	12,879	10,664	912	452
Campbell	4,036	5,033	1,127	1,067	94.7	1,855	1,807	74	26
Charles Mix	15,304	13,449	4,274	3,987	93.3	6,670	10,335	663	232
Clark	8,368	8,955	2,337	2,255	96.5	5,831	6,177	346	121
Clay	10,989	9,592	3,069	2,970	96.8	8,705	7,334	718	276
Codington	18,904	17,014	5,280	5,111	96.8	30,967	26,201	3,119	1,628
Corson	6,150	6,755	1,717	1,648	96.0	3,159	2,966	146	50
Custer	5,491	6,023	1,533	1,428	93.2	6,031	3,831	543	239
Davison	16,444	15,336	4,593	4,427	96.4	28,320	26,941	3,243	1,553
Day	12,258	13,565	3,424	3,297	96.3	11,840	10,982	761	301
Deuel	7,687	8,450	2,147	2,076	96.7	4,639	4,097	251	82
Dewey	4,907	5,709	1,370	1,278	93.3	3,135	2,963	141	51
Douglas	5,626	6,348	1,571	1,487	94.7	3,712	3,398	187	75
Edmunds	7,253	7,814	2,025	1,935	95.6	4,352	5,290	312	121
Fall River	10,368	8,089	2,896	2,736	94.5	7,864	7,755	770	309
Faulk	4,741	5,168	1,324	1,280	96.7	3,622	3,949	213	77
Grant	10,225	10,552	2,856	2,790	97.7	8,218	7,151	793	394
Gregory	8,456	9,554	2,362	2,217	93.9	6,207	5,965	377	124
Haakon	3,165	3,515	884	846	95.8	3,578	3,748	231	82
Hamlin	735	7,562	1,965	1,892	96.3	4,971	5,207	355	125
Hand	7,139	7,166	1,994	1,930	96.8	5,346	6,481	386	147
Hanson	4,876	5,400	1,362	1,302	95.6	2,275	1,817	126	36
Harding	2,257	3,010	630	589	93.5	1,437	1,285	54	23
Hughes	8,079	6,624	2,256	2,165	96.0	10,780	10,342	885	366
Hutchinson	11,423	12,668	3,190	3,030	95.0	8,306	9,609	643	251
Hyde	2,801	3,113	782	753	96.3	3,049	3,028	147	60
Jackson	1,764	1,955	492	462	94.1	1,966	2,169	79	32
Jerauld	4,459	4,752	1,245	1,197	96.2	3,976	3,476	293	123
Jones	2,274	2,509	635	604	95.2	2,166	2,329	93	39
Kingbury	9,962	10,831	2,782	2,670	96.0	8,969	9,326	569	211
Lake	11,650	12,412	3,254	3,153	96.9	13,188	11,043	930	384
Lawrence	16,373	19,093	4,573	4,408	96.4	22,384	14,305	3,705	2,325
Lincoln	12,760	13,171	3,564	3,460	97.1	9,058	10,441	610	234
Lyman	4,563	5,045	1,274	1,209	94.9	3,291	2,895	112	39
McCook	8,799	9,793	2,457	2,353	95.8	6,031	6,184	478	176
McPherson	7,062	8,353	1,972	1,841	93.4	3,909	5,077	290	116
Marshall	7,797	8,880	2,177	2,092	96.1	7,974	6,707	359	142
Meade	11,515	9,735	3,216	3,016	93.8	7,974	6,976	527	200
Mellette	3,032	4,107	846	763	90.3	1,347	1,118	40	10
Miner	6,260	6,836	1,748	1,676	95.9	4,088	4,760	249	106
Minnehaha	70,371	57,697	19,656	19,164	97.5	108,685	86,305	17,581	10,832
Moody	9,253	9,341	2,584	2,511	97.2	7,357	6,201	458	185
Pennington	33,834	23,799	9,450	9,024	95.5	51,004	43,457	5,850	3,084
Perkins	6,765	6,585	1,889	1,790	94.8	5,435	8,065	505	196
Potter	4,681	4,614	1,307	1,259	96.4	4,484	5,797	270	106

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Roberts	14,896	15,887	4,160	3,985	95.8	11,487	10,146	726	245
Sanborn	5,120	5,754	1,430	1,354	94.7	3,579	3,657	262	106
Shannon *	5,623	7,155	1,570	1,365	87.0	1,436	612	45	14
Spink	12,168	12,527	3,398	3,313	97.5	10,426	10,646	962	366
Stanley	2,043	1,959	570	548	96.2	1,236	893	60	27
Sully	2,697	2,668	753	719	95.6	1,459	2,133	105	41
Todd	4,759	5,714	1,329	1,178	88.7	1,591	742	26	8
Tripp	9,114	9,937	2,545	2,412	94.8	10,095	10,448	766	331
Turner	12,084	13,270	3,375	3,253	96.4	8,660	9,666	603	216
Union	10,773	11,675	3,009	2,903	96.5	8,616	8,276	570	213
Walworth	7,629	7,274	2,131	2,064	96.9	7,467	9,092	709	273
Washabaugh	1,548	1,980	432	405	93.8	308	171		
Yankton	16,791	16,725	4,690	4,328	95.3	15,331	17,852	1,893	894
Ziebach	2,601	2,875	726	670	92.3	839	1,147	34	11

* Consolidated with Washington County in 1943.



BROADCASTING TELECASTING

MARKETBOOK MAP of

TENNESSEE

TENNESSEE

SPOT RATE FINDER

ATHENS, McMinn, 8,925 fam., 87.1% radio, 7,773 radio fam.

WLAR, 250w, 1450kc

	SB	1M	5M	15M	30M	1 Hr
D	2.50	3.00	5.00	9.00	16.00	30.00
N	3.00	4.00	8.00	18.00	32.00	60.00

BRISTOL (also see Bristol, Va.), Sullivan, 26,530 fam., 91.2% radio, 24,195 radio fam.

WOPI, 250w, 1490kc, NBC, Burn-Smith

D	5.46	5.46	13.65	21.84	32.76	54.60
N	7.80	7.80	17.55	27.30	46.80	78.00

WOPI-FM, Chan. 245, 96.9 mc, 18.5kw, Burn-Smith

D	2.00	2.00		6.00	12.00	24.00
N	2.50	2.50		7.50	15.00	30.00

CHATTANOOGA, Hamilton, 57,894 fam., 90.1% radio, 52,162 radio fam.

4 AM affiliates, average 1-time rate

D	8.12	9.00	12.62	26.00	39.00	65.00
N	14.12	15.00	24.75	52.00	78.00	130.00

WAGC, 250w, 1450kc, MBS, Rambeau, Hooper

D	5.00	6.00	10.00	20.00	30.00	50.00
N	8.00	10.00	18.00	40.00	60.00	100.00

WAPO, 5kw-D, 1kw-N, 1150kc, NBC, Headley-Reed, Hooper, Conlan

D	10.00	10.00	14.00	28.00	42.00	70.00
N	18.00	18.00	28.00	56.00	84.00	140.00

WAPO-FM, Chan. 234, 94.7mc, 37.2kw, Bonus

WDEF, 5kw-D, 1kw-N, 1370kc, ABC, Branham, Hooper, Conlan

D	7.50	10.00	12.50	28.00	42.00	70.00
N	12.50	14.00	25.00	56.00	84.00	140.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

WDOD, 5kw, 1310kc, CBS, Raymer

	SB	1M	5M	15M	30M	1 Hr
D	10.00	10.00	14.00	28.00	42.00	70.00
N	18.00	18.00	28.00	56.00	84.00	140.00

WDOD-FM, Chan. 243, 96.5mc, 44kw, Bonus

WDXB, 250w, 1490kc, Forjoe, Conlan

D	5.00	6.00	11.05	21.45	35.75	61.75
N	5.00	6.00	11.05	21.45	35.75	61.75

WVUN (FM), Chan. 251, 98.1mc, 4.2kw

D	1.57	1.57	3.15	6.30	11.25	18.75
N	2.10	2.10	4.20	8.40	15.00	25.00

CLARKSVILLE, Montgomery, 12,377 fam., 85.1% radio, 10,532 radio fam.

WJZM, 250w, 1400kc, MBS, Conlan

D	4.00	4.00	7.00	12.50	24.00	40.00
N	4.00	4.00	7.00	12.50	24.00	40.00

CLEVELAND, Bradley, 8,974 fam., 88.7% radio, 7,959 radio fam.

WBAC, 250w, 1340kc, MBS

D	4.50	5.00	7.50	12.50	22.50	40.00
N	4.50	5.00	7.50	12.50	22.50	40.00

COLUMBIA, Maury, 11,256 fam., 87.4% radio, 9,837 radio fam.

WKRM, 250w, 1340kc, MBS

D	2.40	3.00	4.20	8.40	14.40	24.00
N	3.20	4.00	5.60	11.20	19.20	32.00

COOKEVILLE, Putnam, 8,331 fam., 83.6% radio, 6,964 radio fam.

WHUB, 250w, 1400kc, CBS, Continental

D	3.00	3.00	6.00	12.00	18.00	30.00
N	3.00	3.00	6.00	12.00	18.00	30.00

(Continued on page 196)

* * *

MARKET INDICATORS FOR TENNESSEE

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	3,280,575	'50	2,915,841	'40
% of U.S.	2.19%	'50	2.22%	'40
Families	916,361	'50	714,420	'40
Percent Radio	87%	'49	79.2%	'46
Radio Families	797,234	'50	610,000	'46
Retail Sales	$1,895,116,000	'49	2,074,189,000	'48
Retail Trade Employes	117,724	'48	76,897	'39
Wholesale Sales Volume	$3,406,328,000	'48	839,500,000	'39
Wholesale Trade Employes	40,813	'48	23,742	'39
Employment (Mid-March)	582,941	'48	561,633	'47
Taxable Payrolls (1st quarter)	$ 301,446,000	'48	274,450,000	'47
Income	$3,036,000,000	'48	927,000,000	'40
Percent distribution	1.47%	'48	1.22%	'40
Per Capita Income	$955	'48	317	'40
Percent of national per capita income	68%	'48	55%	'40
New Construction (Private)	$ 203,100,000	'49	42,000,000	'39
Residential	$ 74,300,000	'49	20,900,000	'39
Non-Residential	$ 52,200,000	'49	9,300,000	'39
Value added by Manufacture	$ 957,539,000	'47	318,378,000	'39
Automobile Registration	750,160	'49	672,522	'48
Telephones	558,600	'49	357,500	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

We knew it was true
Here's the proof for You!

WMC offers a bonus audience of 60,149 families

. . . no other Memphis radio station can deliver this "PLUS" audience

Here's actual proof that WMC, with its super-power FM station, WMCF, delivers a plus night-time audience of 60,149 **families** in the rich mid-south area.

According to a factual and impartial survey conducted by the Department of Business and Economics of Arkansas State College, 23.26%* of families in 31 counties in Arkansas, Kentucky, Mississippi, Tennessee and Missouri own FM receivers.

This is a significant fact.

ONLY WMCF DELIVERS A CONSISTENT STATIC-FREE NIGHT-TIME SIGNAL INTO THESE MORE THAN 60,000 HOMES IN THE MEMPHIS AREA.

This is **plus** coverage for you . . . a bonus audience that makes your advertising dollar much more valuable when it's placed on WMC, simultaneously duplicating its AM schedule on WMCF. In addition to WMC's vast AM night-time audience, **YOU GET WMCF's 60,000 PLUS FM AUDIENCE AT THE SAME TIME. A PLUS THAT NO OTHER MEMPHIS RADIO STATION CAN DELIVER.**

want the details?

The basis of estimate in computing WMCF's FM set ownership in the mid-south area was directed by Dr. Chester C. Carrothers, Head of the Department of Business and Economics of Arkansas State College. Full details of this survey and supplementary information will be gladly furnished upon request.

**Tabulation shows FM receivers in WMCF's Bonus Land . . . 31 counties beyond WMC's, or any other Memphis stations' AM night-time coverage, based on the average percentages resulting from Dr. Carrother's survey.*

County	State	No. of Families	WMCF Bonus
Clay	Arkansas	6,400	1,489
Greene	Arkansas	6,900	1,605
Lawrence	Arkansas	5,500	1,279
Craighead	Arkansas	12,700	2,954
Jackson	Arkansas	6,500	1,512
Poinsett	Arkansas	8,700	2,024
Woodruff	Arkansas	5,400	1,256
Monroe	Arkansas	5,500	1,279
Phillips	Arkansas	13,900	3,233
Mississippi	Arkansas	22,100	5,140
Coahoma	Mississippi	15,600	3,629
Tallahatchie	Mississippi	8,700	2,024
Yalobusha	Mississippi	4,500	1,047
Lafayette	Mississippi	4,800	1,116
Pontotoc	Mississippi	4,600	1,070
Union	Mississippi	5,000	1,163
Benton	Mississippi	2,000	465
Tippah	Mississippi	4,200	977
Alcorn	Mississippi	6,400	1,489
Fayette	Tennessee	7,100	1,651
Hardeman	Tennessee	5,900	1,372
McNairy	Tennessee	4,300	1,000
Haywood	Tennessee	6,900	1,605
Madison	Tennessee	17,000	3,954
Crockett	Tennessee	4,600	1,070
Gibson	Tennessee	13,200	3,070
Dyer	Tennessee	10,100	2,349
Lauderdale	Tennessee	6,900	1,605
Obion	Tennessee	8,400	1,954
Dunklin	Missouri	11,700	2,721
Pemiscott	Missouri	13,100	3,047

60,149
Total Number WMCF Bonus Families

WMC Memphis

THE MID-SOUTH'S MOST COMPLETE BROADCASTING SERVICE

WMCF 260 KW Simultaneously Duplicating AM Schedule

WMCT First TV Station in Memphis and the Mid-South

National Representatives, The Branham Company

Owned and Operated by The Commercial Appeal

TENNESSEE

SPOT RATE FINDER

(Continued from page 195)

DYERSBURG, Dyer, 9,293 fam., 86.8% radio, 8,066 radio fam.

WDSG, 250w, 1450kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	5.50	6.50	10.00	18.00	36.00	60.00
N	5.50	6.50	10.00	18.00	36.00	60.00

ELIZABETHTON, Carter, 11,786 fam., 88.8% radio, 10,465 radio fam.

WBEJ, 250w, 1240kc, MBS

D	3.75	3.75	9.38	17.50	31.25	50.00
N	3.75	3.75	9.38	17.50	31.25	50.00

FAYETTEVILLE, Lincoln, 7,103 fam., 86.7% radio, 6,158 radio fam.

WEKR, 250w, 1240kc, MBS

D	3.25	3.25	7.50	14.50	26.00	40.00
N	3.25	3.25	7.50	14.50	26.00	40.00

GALLATIN, Summer, 9,350 fam., 85.6% radio, 8,003 radio fam.

WHIN, 1kw-D, 1010kc

D	3.50	7.65	12.10	15.35	29.50	45.00

GREENEVILLE, Greene, 11,426 fam., 85.8% radio, 9,803 radio fam.

WGRV, 250w, 1340kc, MBS

D	3.75	3.75	9.38	17.50	31.25	50.00
N	3.75	3.75	9.38	17.50	31.25	50.00

HARRIMAN, Roane, 8,824 fam., 85.9% radio, 7,579 radio fam.

WHBT, 250w, 1230kc, Continental

D	5.00	5.00	8.00	15.00	24.00	40.00
N	5.00	5.00	8.00	15.00	24.00	40.00

HUMBOLDT, Gibson, 13,433 fam., 84.3% radio, 11,324 radio fam.

WIRJ, 250w-D, 740kc

D	4.00	5.00	12.00	20.00	35.00	60.00

JACKSON, Madison, 16,753 fam., 85.5% radio, 14,323 radio fam.

2 AM affiliates, average 1-time rate.

D	3.50	5.50	8.00	17.00	27.00	45.00
N	5.00	7.50	14.00	31.00	46.50	77.50

WDXI, 5kw-D, 1kw-N, 1310kc, MBS, Burn-Smith

D	3.00	6.00	8.00	18.00	30.00	50.00
N	4.00	8.00	12.00	30.00	45.00	75.00

WPLI, 250w, 1490kc, McGillvra

D	3.25	4.35	7.25	13.00	23.00	43.00
N	3.25	4.35	7.25	13.00	23.00	43.00

WTJS, 1kw, 1390kc, ABC, Branham, Conlan

D	4.00	5.00	8.00	16.00	24.00	40.00
N	6.00	7.00	16.00	32.00	48.00	80.00

WTJS-FM, Chan. 264, 100.1mc, 50kw, Branham, Bonus

JOHNSON CITY, Washington, 16,687 fam., 88.7% radio, 14,801 radio fam.

WETB, 1kw-D, 790kc

D	3.50	5.00	9.40	18.90	29.60	50.00

WJHL, 5kw-D, 1kw-N, 910kc, ABC, Pearson, Conlan

D	10.00	10.00	15.00	25.00	50.00	100.00
N	12.00	12.00	20.00	30.00	60.00	120.00

WJHL-FM, Chan. 264, 100.7mc, 0.25kw, Bonus

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

KINGSPORT, Sullivan, 26,530 fam., 91.2% radio, 24,195 radio fam.

WKPT, 250w, 1400kc, NBC, Cooke, Dobson

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	9.30	18.00	30.00	50.00
N	7.50	7.50	13.75	27.00	45.00	75.00

WKPT-FM, Chan. 253, 98.5mc, 44kw, Bonus

KNOXVILLE, Knox, 62,061 fam., 91.1% radio, 56,537 radio fam.

4 AM affiliates, average 1-time rate.

D	7.66	10.00	15.00	31.50	47.25	78.75
N	20.66	17.75	27.50	54.75	89.00	157.50

WBIR, 250w, 1240kc, ABC, Balling

D		7.00	10.00	24.00	36.00	60.00
N		9.00	15.00	30.00	60.00	120.00

WBIR-FM, Chan. 227, 93.3mc, 2.84kw, BMB, Hooper, Bonus

WIBK, 1kw-D, 800kc, Cooke

D	5.30	5.30	10.20	18.70	29.80	51.00
N	7.19	7.19	13.80	22.00	40.00	69.00

WKGN 250w 1340kc MBS, Forjoe, Hooper

D	6.00	6.00	9.00	20.00	30.00	50.00
N	8.00	8.00	13.00	25.00	50.00	100.00

WNOX 10kw, 990kc, CBS, Branham, Hooper

D	15.00	15.00	25.00	50.00	75.00	125.00
N	30.00	30.00	50.00	100.00	150.00	250.00

WROL, 5kw, 620kc, NBC, Avery-Knodel, Cummings

D	12.00	12.00	16.00	32.00	48.00	80.00
N	24.00	24.00	32.00	64.00	96.00	160.00

WROL-FM, Chan. 247, 97.8mc, 76kw, Avery-Knodel, Bonus

LEBANON, Wilson, 7,335 fam., 86.2% radio, 6,322 radio fam.

WCOR, 250w-D, 900kc

D	2.75	3.25	6.50	12.00	25.00	40.00

LEWISBURG, Marshall, 4,954 fam., 88.1% radio, 4,364 radio fam.

WJJM, 250w, 1490kc, Continental

D	3.00	3.00	6.50	11.50	22.50	35.00

MARYVILLE, Blount, 15,241 fam., 90.7% radio, 13,823 radio fam.

WGAP, 250w, 1400kc, LBS

D	5.00	5.00	8.90	14.70	23.60	39.60
N	6.00	6.00	11.90	19.80	35.60	59.20

McMINNVILLE, Warren, 6,210 fam., 84.2% radio, 5,228 radio fam.

WMMT, 250w, 1230kc, MBS

D		3.50	7.50	15.00	25.00	40.00
N		3.50	7.50	15.00	25.00	40.00

MEMPHIS, Shelby, 134,126 fam., 86.7% radio, 116,287 radio fam.

4 AM affiliates, average 1-time rate

D	19.12	23.50	33.87	55.67	91.50	144.00
N	30.25	35.50	45.50	80.50	124.50	222.50

2 AM non-affiliates, average 1-time rate

D	9.50	11.00	19.00	31.00	46.50	77.50

WDIA, 250w-D, 730kc, Pearson, Hooper

D	11.00	11.00	18.00	30.00	45.00	75.00

WHBQ 5kw-D 1kw-N, 560kc, MBS, Weed

	SB	1M	5M	15M	30M	1 Hr
D	13.50	16.00	21.50	42.70	64.00	106.00
N	18.00	24.00	34.00	64.00	96.00	160.00

WHHM 250w, 1340kc, IMS

D	8.00	12.00	20.00	32.00	48.00	80.00
N	10.00	15.00	25.00	40.00	60.00	100.00

WHHM-FM, Chan. 295, 106.9mc, 18kw, Bonus

WMC 5kw, 790kc, NBC, Branham, BMB

D	20.00	25.00	40.00	56.00	100.00	150.00
N	35.00	40.00	50.00	95.00	150.00	280.00

WMCF(FM), Chan. 259, 99.7mc, 260kw, Branham, Bonus

WMCT(TV), Chan. 4, 7.12kw-aur.; 13.6kw-vis., NBC, Branham

N	25.00	30.00	38.00	60.00	90.00	150.00

WMPS, 10kw-D, 5kw-N, 680kc, ABC, Radio Reps.

D	23.00	28.00	34.00	68.00	102.00	170.00
N	33.00	38.00	48.00	96.00	144.00	240.00

WREC, 5kw, 600kc, CBS, Katz, BMB

D	20.00	25.00	40.00	56.00	100.00	150.00
N	35.00	40.00	50.00	95.00	150.00	280.00

MORRISTOWN, Hamblen, 6,684 fam., 84.9% radio, 5,674 radio fam.

WCRK, 250w, 1450kc, MBS, Holman

D	4.00	6.00	16.00	24.00	36.00	60.00
N	4.00	6.00	16.00	24.00	36.00	60.00

MURFREESBORO, Rutherford, 11,344 fam., 85.8% radio, 9,733 radio fam.

WGNS, 250w, 1450kc, MBS, Holman

D	5.00	6.00	9.00	28.80	30.00	50.00
N	6.00	8.00	16.00	36.40	48.00	80.00

NASHVILLE, Davidson, 89,493 fam., 91.8% radio, 82,154 radio fam.

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4 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 H
D	16.77	18.52	32.67	59.10	89.27	144.00
N	32.00	35.50	61.75	111.00	167.75	270.00

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2 AM non-affiliates, average 1-time rate

D	6.00	6.50	12.25	26.00	39.00	65.00

WKDA, 250w, 1240kc, Forjoe, Hooper

D	7.00	8.00	16.00	32.00	48.00	80.00
N	10.00	12.00	24.00	48.00	72.00	120.00

WLAC, 50kw, 1510kc, CBS, Raymer, BMB

D	15.00	15.00	30.00	60.00	90.00	150.00
N	30.00	30.00	60.00	120.00	180.00	300.00

WMAK, 5kw, 1300kc, MBS, Weed, Hooper

D	9.60	9.60	19.20	38.40	57.60	96.00
N	16.00	16.00	32.00	64.00	96.00	160.00

WNAH, 1kw-D, 1360kc, LBS

D	5.00	5.00	8.50	20.00	30.00	50.00

WSIX, 5kw, 980kc, ABC, Katz, Conlan, Hooper

D	10.00	12.00	24.00	48.00	72.00	120.00
N	17.00	20.00	40.00	80.00	120.00	200.00

WSIX-FM, Chan. 248, 97.5mc, 71kw (No rates available)

WSM, 50kw, 650kc, NBC, Petry, BMB, Hooper

D	32.50	37.50	57.50	90.00	137.50	210.00
N	65.00	75.00	115.00	180.00	275.00	420.00

WSM-FM, Chan. 277, 103.3mc, 65kw, Petry

	SB	1M	5M	15M	30M	1 Hr
D	2.50	2.50	7.50	10.00	15.00	25.00
N	5.00	5.00	7.50	12.50	20.00	35.00

WSM-TV Chan. 4, 7.2kw-aur.; 14.4kw-vis.

D	18.00	30.00	48.00	72.00	120.00	
N	30.00	50.00	80.00	120.00	200.00	

OAK RIDGE, Anderson, 16,553 fam., 88% radio, 14,566 radio fam.

WATO, 250w, 1450kc, MBS, Burn-Smith, O'Conner

D	6.00	6.00	9.00	18.00	27.00	45.00
N	8.50	8.50	14.40	26.00	39.00	65.00

PARIS, Henry, 6,640 fam., 84.4% radio, 5,604 radio fam.

WTPR, 250w-D, 710kc, Holman

D	3.00	4.00	6.00	12.50	22.50	40.00

PULASKI, Giles, 7,521 fam., 84.4% radio, 6,347 radio fam.

WKSR, 250w-D, 730kc, LBS

D	2.50	2.50	7.50	12.50	21.88	37.50

SHELBYVILLE, Bedford, 6,583 fam., 88.3% radio, 5,812 radio fam.

WHAL, 250w, 1400kc, MBS

D	3.00	3.00	7.50	13.00	25.00	40.00
N	3.00	3.00	7.50	13.00	25.00	40.00

SPARTA, White, 4,514 fam., 82% radio, 3,701 radio fam.

WOST, 1kw-D, 1050kc (No rates available)

SPRINGFIELD, Robertson, 7,556 fam., 84.3% radio, 6,369 radio fam.

WDBL, 1kw-D, 1430kc

	SB	1M	5M	15M	30M	1 Hr
D	3.50	3.75	7.50	15.00	30.00	45.00

TULLAHOMA, Coffee, 6,426 fam., 85.5% radio, 5,494 radio fam.

WJIG, 250w-D, 740kc, Continental

D	3.50	3.50	7.50	17.50	35.00	50.00

UNION CITY, Obion, 8,113 fam., 88% radio, 7,139 radio fam.

WENK, 250w, 1240kc, MBS, Burn-Smith

D	4.00	5.00	8.00	13.00	24.00	45.00
N	5.00	6.00	11.00	25.00	40.00	70.00

WINCHESTER, Franklin, 7,108 fam., 87.1% radio, 6,191 radio fam.

WCDT, 250w 1340kc, MBS

D	3.00	3.00	7.50	14.00	25.00	40.00
N	3.00	3.00	7.50	14.00	25.00	40.00

For Facts on the Chattanooga Market
Contact
HEADLEY-REED
Representatives of
Radio Station
WAPO

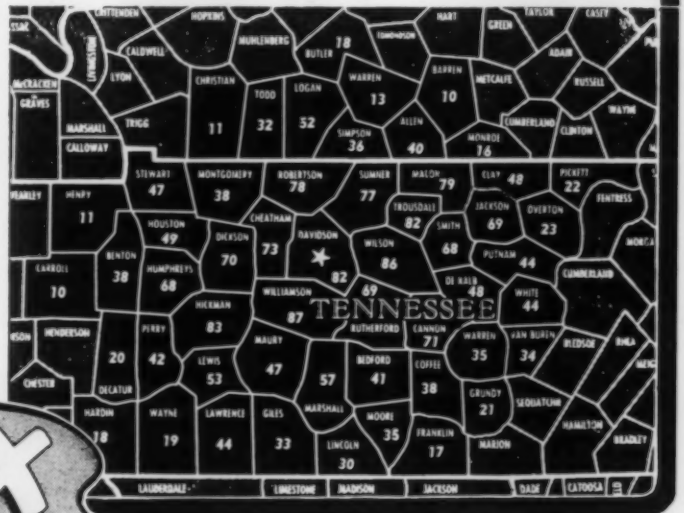
HERE'S HOW YOU CAN COVER THE NASHVILLE MARKET AREA

Nashville's RETAIL TRADE AREA compiled by the Research Department of Nashville Chamber of Commerce includes 51 counties. You can see that WSIX's audience map covers 53 BMB counties. Not too much — Not too little — Just right.

WSIX GIVES YOU ALL THREE

MARKET - COVERAGE - ECONOMY

Advertisers count on WSIX year after year for a big share of the money spent in this rich TENNESSEE VALLEY MARKET . . . $719,825,000 spent in retail stores alone in 1948.



BMB Audience Map based on Study No. 2

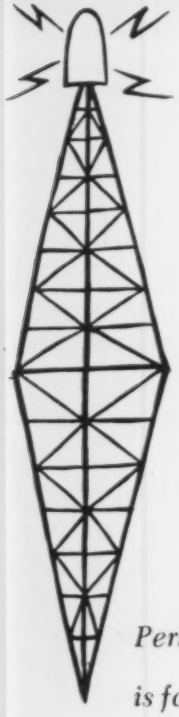
WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Figures in counties indicate the percent of radio families that comprise the station's weekly audience in the county. Daytime—Spring 1949.

5000 WATTS • 980 KC • ABC

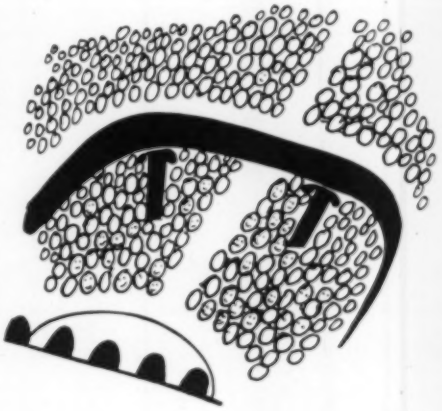
and WSIX-FM • 71,000 W • 97.5 MC

National Representative: The Katz Agency, Inc.



RADIO...after

You might expect a radio station that originates 16 network programs every week to be situated in New York or Hollywood. Or at least in Chicago. But, WSM is the exception. This station, with a talent staff of over 200 entertainers is located down South.



Perhaps you think the world's largest studio audience is found in one of the networks' massive buildings. But no. The largest audience to see any radio show—5,000 people—watches WSM's Grand Ole Opry in Nashville, Tennessee every Saturday night.

Do you have the idea that all stations outside of major production centers are content to take shows off the network without regard for local programming? Maybe you'll lift a curious eyebrow when you are told that WSM originates 25 live talent programs every day!

Would you believe it—entertainers on WSM are among the biggest names in the country. Stars like Red Foley, Minnie Pearl, Hank Williams, Ernest Tubb, Snooky Lanson, Beasley Smith, Francis Craig . . . and 200 others. Talent which has sold 130,000,000 phonograph records and annually draws crowds of more than a half million on nationwide public appearances.

1975, WHAT?

In the past, there have been other entertainers on this station . . . names you may remember. Dinah Shore, Phil Harris, James Melton, Kay Armen, to name just a few who got their start on the same radio station here in Nashville.

That song you were humming a moment ago? It may have been written by a member of WSM's staff. Within the past two years this station's tunesmiths have produced such songs as Chattanooga Shoe Shine Boy, Near You, Beg Your Pardon, Lucky Old Sun and Old Master Painter.

Some folks know the phrase, "Radio Stations Everywhere—But Only One WSM." Perhaps these facts serve to point up that claim. But greater than our 50,000 watt Clear Channel signal which covers the Central South is this fact: WSM means something to this region . . . this region means something to WSM.

This year as we begin our second 25 years of radio broadcasting, WSM's new television station will make its debut. The same programming for local taste without regard for the bugaboo of production costs will go into this new medium. Meanwhile, the radio station will continue to serve the vast Central South which remains WSM's listener family of millions.

Radio at WSM is here to stay. And by the time we celebrate our Golden Anniversary in 1975, we hope to have a great deal to add to this report of radio progress.

WSM NASHVILLE

WSM Incorporated, Nashville, Tennessee

TENNESSEE RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qr. 1948 ($000)
Anderson	59,260	26,504	16,553	14,566	88.0	27,723	29,663	21,886	13,834
Bedford	23,568	23,151	6,583	5,812	88.3	11,158	13,553	3,794	1,483
Benton	11,411	11,976	3,187	2,622	82.3	3,369	3,678	312	92
Bledsoe	8,554	8,358	2,389	1,947	81.5	1,660	2,282	494	126
Blount	54,564	41,116	15,241	13,823	90.7	20,451	27,121	12,450	6,983
Bradley	32,128	28,498	8,974	7,959	88.7	13,423	18,415	5,904	2,539
Campbell	34,302	31,131	9,581	8,249	86.1	11,827	15,157	3,703	1,844
Cannon	9,156	9,880	2,557	2,073	81.1	1,677	2,605	345	101
Carroll	26,150	25,978	7,304	6,237	85.4	8,379	11,999	2,362	698
Carter	42,195	35,127	11,786	10,786	88.8	14,014	20,270	7,982	4,773
Cheatham	9,158	9,928	2,558	2,189	85.6	2,521	3,228	246	59
Chester	11,152	11,124	3,115	2,616	84.0	2,808	4,245	775	224
Claiborne	24,729	24,657	6,906	5,814	84.2	4,375	6,190	1,899	1,142
Clay	8,693	10,904	2,428	1,971	81.2	1,340	1,581	164	36
Cocke	22,972	24,083	6,416	5,376	83.8	6,018	8,687	1,616	666
Coffee	23,008	18,959	6,426	5,494	85.5	7,310	12,167	3,320	1,302
Crockett	16,601	17,330	4,637	3,941	85.0	4,677	6,800	461	144
Cumberland	18,830	15,592	5,259	4,338	82.5	4,134	7,478	1,114	383
Davidson	320,388	257,267	89,493	82,154	91.8	288,392	276,771	85,949	45,730
Decatur	9,574	10,261	2,674	2,286	85.5	2,283	3,482	726	211
De Kalb	11,667	14,588	3,258	2,697	82.8	3,209	3,118	403	141
Dickson	18,768	19,718	5,242	4,450	84.9	7,455	8,464	1,459	438
Dyer	33,271	34,920	9,293	8,066	86.8	20,823	25,665	3,756	1,478
Fayette	27,504	30,322	7,682	5,799	75.5	5,443	7,556	545	177
Fentress	14,897	14,262	4,161	3,337	80.2	3,289	3,921	915	347
Franklin	25,450	23,892	7,105	6,191	87.1	8,188	11,294	2,080	834
Gibson	48,091	44,835	13,433	11,324	84.3	18,034	25,773	5,066	1,945
Giles	26,926	29,240	7,521	6,347	84.4	10,742	12,999	1,988	870
Grainger	13,070	14,356	3,650	2,927	80.2	2,329	2,102	227	65
Greene	40,907	39,405	11,426	9,803	85.8	14,462	19,535	3,634	1,555
Grundy	12,541	11,552	3,503	3,012	86.0	2,155	3,094	1,312	650
Hamblen	23,932	18,611	6,684	5,674	84.9	10,710	17,249	4,398	1,852
Hamilton	207,264	180,478	57,894	52,162	90.1	188,606	180,600	64,332	33,728
Hancock	9,105	11,231	2,543	2,011	79.1	1,148	1,279	111	16
Hardeman	23,261	23,590	6,497	5,295	81.5	6,065	7,171	754	170
Hardin	16,890	17,806	4,717	3,981	84.4	3,687	5,942	1,222	414
Hawkins	30,464	28,523	8,509	7,283	85.6	6,655	8,113	1,357	525
Haywood	26,187	27,699	7,314	5,602	76.6	8,125	10,990	1,142	369
Henderson	17,156	19,220	4,792	4,030	84.1	5,267	7,254	798	251
Henry	23,774	25,877	6,640	5,604	84.4	11,318	12,813	2,120	742
Hickman	13,335	14,873	3,724	3,165	85.0	2,825	4,039	1,163	519
Houston	5,312	6,432	1,483	1,276	86.1	1,341	1,218	242	57
Humphreys	10,992	12,421	3,070	2,588	84.3	3,448	4,570	968	282
Jackson	12,337	15,082	3,446	2,811	81.6	2,713	1,977	259	59
Jefferson	19,637	18,621	5,485	4,870	88.8	4,645	6,861	1,354	587
Johnson	12,252	12,998	3,422	2,812	82.2	1,932	3,075	435	114
Knox	222,179	178,468	62,061	56,537	91.1	197,938	192,786	54,526	29,902
Lake	11,631	11,235	3,248	2,663	82.0	4,532	6,161	1,205	511
Lauderdale	24,996	24,461	6,982	5,725	82.0	10,105	12,005	1,570	482
Lawrence	28,786	28,726	8,040	6,745	83.9	10,232	13,025	1,762	569
Lewis	6,069	5,849	1,695	1,471	86.8	1,916	2,960	810	317
Lincoln	25,431	27,214	7,103	6,158	86.7	10,503	12,472	1,843	727
Loudon	23,134	19,838	6,462	5,680	87.9	7,789	11,372	2,982	1,026
McMinn	31,954	30,781	8,925	7,773	87.1	13,728	16,127	4,610	1,701
McNairy	20,359	20,424	5,686	4,719	83.0	4,691	7,476	1,459	481
Macon	13,581	14,904	3,793	3,186	84.0	2,698	2,342	665	170
Madison	59,977	54,115	16,753	14,323	85.5	40,104	43,125	9,494	4,217
Marion	20,490	19,140	5,723	5,036	88.0	6,624	8,272	2,442	1,003
Marshall	17,738	16,030	4,954	4,364	88.1	8,285	10,528	2,392	1,025
Maury	40,297	40,357	11,256	9,837	87.4	23,983	24,615	6,027	2,859
Meigs	6,073	6,393	1,696	1,429	84.3	574	934	237	85
Monroe	24,455	24,275	6,831	5,731	83.9	5,890	8,235	1,383	454

(Continued on page 202)

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

XUM

MEMPHIS NOW 26TH CITY IN SIZE

Ten Years Have Made A BIG Difference

	1940	1950	% INCREASE
POPULATION	292,942	394,025	+ 34.5%
BANK DEPOSITS	$198,551,882	$539,520,919	+ 172 %
DWELLING UNITS	83,246	107,588	+ 29.2%
NUMBER OF TELEPHONES	59,673	144,032	+ 141 %
*RETAIL SALES	$140,600,000	$475,800,000	+ 238 %
*WHOLESALE SALES	$435,200,000	$1,904,100,000	+ 338 %
WMPS RADIO HOMES	141,400	677,392	+ 379 %

*Shelby County
Census of Business
U. S. Dept. of Commerce, 1948

TODAY'S COST per Thousand WMPS LISTENERS IS— 63% LESS THAN IN 1940!

YES everything's up in Memphis—
except the cost per thousand WMPS listeners

WMPS is a better buy today than at
anytime during its 26-year history

WMPS

10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES

AMERICAN BROADCASTING COMPANY
Represented by
RADIO REPRESENTATIVES, INC.

TENNESSEE RADIO MARKET DATA BY COUNTIES

(Continued from page 200)

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Montgomery	44,313	33,346	12,377	10,532	85.1	16,106	22,590	5,930	2,19
Moore	3,948	4,093	1,102	943	85.6	496	800	133	4
Morgan	15,703	15,242	4,386	3,741	85.3	2,633	3,348	964	31
Obion	29,046	30,978	8,113	7,139	88.0	14,941	17,192	3,305	1,27
Overton	17,564	18,883	4,386	3,443	78.5	3,209	4,450	1,048	23
Perry	5,940	5,535	1,659	1,425	85.9	1,772	1,578	193	3
Pickett	5,055	6,213	1,412	1,122	79.5	894	884	138	2
Polk	14,040	15,473	3,921	3,446	87.9	6,511	5,969	2,595	1,61
Putnam	29,825	26,250	8,331	6,964	83.6	8,685	12,464	3,728	97
Rhea	16,053	16,353	4,484	3,914	87.3	6,559	6,802	1,813	65
Roane	31,593	27,795	8,824	7,579	85.9	9,754	14,800	4,214	1,78
Robertson	27,051	29,046	7,556	6,369	84.3	10,294	11,942	2,456	76
Rutherford	40,613	33,604	11,344	9,733	85.8	19,708	22,236	3,625	1,43
Scott	17,368	15,966	4,851	4,016	82.8	4,149	5,018	1,741	65
Sequatchie	5,677	5,038	1,585	1,334	84.2	927	1,589	318	11
Sevier	23,300	23,291	6,508	5,460	83.9	6,129	9,893	1,008	31
Shelby	480,173	358,250	134,126	116,287	86.7	459,286	475,752	121,523	66,17
Smith	14,079	16,148	3,932	3,405	86.6	4,884	4,971	511	17
Stewart	9,160	13,549	2,558	2,215	86.6	2,171	2,326	227	4
Sullivan	94,978	69,085	26,530	24,195	91.2	63,057	67,212	26,506	19,26
Sumner	33,476	32,719	9,350	8,003	85.6	9,689	12,229	3,115	1,26
Tipton	29,716	28,036	8,300	6,806	82.0	9,720	14,032	1,552	60
Trousdale	5,511	6,113	1,539	1,343	87.3	1,772	2,184	231	5
Unicoi	15,863	14,128	4,431	3,837	86.6	4,486	6,489	1,990	13
Union	8,665	9,030	2,420	1,965	81.2	1,245	1,055	51	1
Van Buren	3,979	4,090	1,111	922	83.0	335	564	41	
Warren	22,235	19,764	6,210	5,228	84.2	7,391	11,641	2,551	96
Washington	59,741	51,631	16,687	14,801	88.7	42,058	44,218	9,338	4,70
Wayne	13,853	13,638	3,869	3,180	82.2	2,505	4,151	621	17
Weakley	27,927	29,498	7,800	6,612	85.4	10,614	11,583	1,819	61
White	16,162	15,983	4,514	3,701	82.0	3,831	6,142	818	26
Williamson	24,257	25,220	6,775	5,792	85.5	8,573	9,981	1,450	61
Wilson	26,261	25,267	7,335	6,322	86.2	8,987	13,577	2,274	77

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

More Listeners Per Dollar . . . .

in Modest* MEMPHIS

*Yes, modest Memphis! *Overly* modest in making claims about its size and buying power . . . but never shy in piling up sales results for WHHM advertisers.

WHHM

Independent But Not Aloof

Where your spots are Spotlighted

IN MEMPHIS, TENNESSEE

Patt McDonald, manager

Representatives: Independent Metropolitan Sales

TEXAS

SPOT RATE FINDER

ABILENE, Taylor, 17,619 fam., 92.4% radio, 16,279 radio fam.

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
		8.25	13.00	24.00	36.00	60.00
		8.25	13.00	24.00	36.00	60.00

ABRC, 5kw-D, 1kw-N, 1470kc, ABC, Pearson, Hooper, Conlan

	10.00	10.00	14.00	28.00	42.00	70.00
	10.00	10.00	14.00	28.00	42.00	70.00

AWKC, 250w, 1340kc, MBS, Taylor, Conlan, Hooper

	6.50	12.00	20.00	30.00	50.00	
	6.50	12.00	20.00	30.00	50.00	

ALICE, Jim Wells, 7,772 fam., 81.6% radio, 6,341 radio fam.

KBKI, 1kw, 1070kc, MBS

	4.50	6.00	10.00	16.00	24.00	40.00
	6.00	9.00	15.00	20.00	36.00	60.00

ALPINE, Brewster, 2,032 fam., 80.6% radio, 1,637 radio fam.

KVLF, 250w, 1240kc, Taylor

	4.00	4.00	7.50	12.00	18.00	30.00
	4.00	4.00	7.50	12.00	18.00	30.00

AMARILLO, Potter, 22,158 fam., 95.9% radio, 21,249 radio fam.

4 AM affiliates, average 1-time rate

	7.62	11.16	18.12	28.50	42.25	73.75
	16.25	17.33	27.75	45.50	72.00	120.00

KAMQ, 1kw-D, 500w-N 1010kc, MBS, Forjoe

	9.00	10.00	20.00	30.00	50.00	80.00
	9.00	10.00	20.00	30.00	50.00	80.00

KFDA, 5kw-D, 1kw-N, 1440kc, ABC, Branham, Conlan

	10.00	10.00	18.00	28.00	45.00	75.00
	15.00	15.00	22.00	40.00	70.00	120.00

KFDA-FM, Chan. 262, 100.3mc, 3.4kw, Bonus

KGNC, 10kw, 710kc, NBC, Taylor

	13.50	13.50	22.50	36.00	54.00	90.00
	27.00	27.00	45.00	72.00	108.00	180.00

KGNC-FM, Chan. 282, 104.3mc, 47kw, Does not sell time

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio fam. for complete explanation see foreword.

KLYN, 1kw, 940kc, CBS, Blair

	SB	1M	5M	15M	30M	1 Hr
D	8.00		12.00	20.00	20.00	50.00
N	14.00		24.00	40.00	60.00	100.00

ATHENS, Henderson, 6,516 fam., 86.4% radio, 5,629 radio fam.

KBUD, 250w-D, 1410kc

D	3.50	4.00	6.00	12.50	20.00	35.00

AUSTIN, Travis, 44,799 fam., 89% radio, 39,871 radio fam.

3 AM affiliates, average 1-time rate

D	6.75	7.50	13.00	23.33	36.00	56.66
N	7.83	12.66	24.66	43.33	65.00	108.33

KNOW, 250w, 1490 kc, ABC, Pearson, Hooper

D	5.25	6.00	12.00	20.00	30.00	40.00
N	9.00	10.50	20.00	32.00	48.00	80.00

KTBC, 5kw-D, 1kw-N, 590kc, CBS, Taylor

D	9.00	9.00	15.00	26.00	42.00	70.00
N	13.50	13.50	30.00	50.00	75.00	125.00

KTXN, 1kw-D, 1370kc

D	5.75	6.50	10.00	22.00	32.00	55.00

KVET, 1kw, 1300kc, MBS, Forjoe

D	6.00	7.50	12.00	24.00	36.00	60.00
N	11.00	14.00	24.00	48.00	72.00	120.00

BALLINGER, Runnels, 4,669 fam., 89.3% radio, 4,169 radio fam.

KRUN, 250w, 1400kc

D	3.10	5.18	8.64	14.40	24.00	40.00
N	3.10	5.18	8.64	14.40	24.00	40.00

BAY CITY, Matagorda, 5,984 fam., 82.4% radio, 4,930 radio fam.

KIOX, 1kw, 1270kw, MBS, Girard

D	4.00	5.50	8.00	18.00	30.00	50.00
N	4.00	5.50	8.00	18.00	30.00	50.00

BAYTOWN, Harris, 223,790 fam., 92.5% radio, 207,005 radio fam.

2 AM non-affiliates, average 1-time rate

D	4.75	5.70	11.40	22.80	33.25	57.00

KRCT, 250w-D, 650kc, McGillvra

D	5.00	6.00	12.00	24.00	35.00	60.00

KREL, 1kw, 1360kc, Conlan

D	4.50	5.40	10.80	21.60	31.50	54.00
N	6.00	7.50	13.00	26.00	39.00	65.00

KREL-FM, Chan. 221, 92.1mc, 250w, Bonus

BEAUMONT, Jefferson, 54,227 fam., 91.1% radio, 49,400 radio fam.

3 AM non-affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	4.75	6.41	10.00	18.66	25.66	47.50
N	6.00	7.25	11.25	24.00	36.00	60.00

KFDM, 5kw, 560kc, ABC, Free & Peters, Hooper, BMB

D	8.00	10.00	18.75	28.00	42.00	70.00
N	15.00	18.00	37.50	56.00	84.00	140.00

KPBX, 1kw-D, 1380kc

D	4.25	6.75	11.00	18.00	30.00	

KRIC, 250w, 1450kc, Branham

D	5.00	6.00	9.00	18.00	27.00	45.00
N	6.00	7.00	10.00	20.00	30.00	50.00

KRIC-FM, Chan. 258, 99.5mc, 4.5kw, Bonus

KTRM, 1kw, 990kc

D	5.00	6.50	10.00	20.00	30.00	50.00
N	6.00	7.50	12.50	28.00	42.00	70.00

BEEVILLE, Bee, 5,057 fam., 83.4% radio, 4,217 radio fam.

KIBL, 250w, 1490kc

D	3.83	5.10	10.20	16.32	24.48	40.40
N	3.83	5.10	10.20	16.32	24.48	40.40

BIG SPRING, Howard, 7,443 fam., 90.7% radio, 6,750 radio fam.

KBST, 250w, 1490kc, ABC, Pearson, BMB, Conlan

D	5.00	5.00	9.00	18.00	27.00	45.00
N	5.00	5.00	9.00	18.00	27.00	45.00

KTXC, 100w, 1400kc, LBS

D	3.00	4.25	7.00	15.00	25.00	45.00
N	3.00	4.25	7.00	15.00	25.00	45.00

BONHAM, Fannin, 8,701 fam., 89.9% radio, 7,822 radio fam.

KFYN, 250w-D, 1420kc

D	3.05	3.90	6.50	14.30	21.45	35.75

BORGER, Hutchinson, 8,789 fam., 94.4% radio, 8,296 radio fam.

KHUZ, 250w, 1490kc, MBS, Girard, Crossley

D	2.50	4.00	10.00	15.00	25.00	40.00
N	3.50	5.00	12.00	18.00	27.00	48.00

BRADY, McCulloch, 3,255 fam., 87.5% radio, 2,848 radio fam.

KNEL, 250w, 1490kc

D	3.00	3.00	6.00	15.00	25.00	50.00
N	3.00	3.00	6.00	15.00	25.00	50.00

BRECKENRIDGE, Stephens, 2,953 fam., 89.5% radio, 2,642 radio fam.

KSTB, 1kw-D, 1430kc

D	4.20	5.00	15.00	25.20	42.00	70.00

BRENHAM, Washington, 5,723 fam., 78.2% radio, 4,475 radio fam.

KWHI, 1kw-D, 1280kc

D	4.20	5.00	15.00	25.20	42.00	70.00

BROWNFIELD, Terry, 3,651 fam., 87.8% radio, 3,205 radio fam.

KTFY, 250w-D, 1050kc, LBS, Continental

	SB	1M	5M	15M	30M	1 Hr
D	3.60	3.60	7.50	16.50	25.00	40.00

BROWNSVILLE, Cameron, 34,869 fam., 78.6% radio, 27,407 radio fam.

KBOR, 1kw, 1600kc, LBS, Best

D	6.50	8.50	12.50	25.00	37.50	62.00
N	11.00	13.75	22.00	44.00	66.00	110.00

KVAL, 250w, 1490kc, ABC, Free & Peters

D	5.00	6.25	10.00	20.00	30.00	50.00
N	10.00	12.50	20.00	40.00	60.00	100.00

BRYAN, Brazos, 10,688 fam., 84.7% radio, 9,052 radio fam.

KBWD, 1kw-D, 500w-N, 1380kc, MBS, Walker

D	3.25	6.25	9.00	18.00	27.00	43.00
N	5.00	10.00	13.50	20.00	38.50	65.00

BRYAN, Brazos, 10,688 fam., 84.7% radio, 9,052 radio fam.

KORA, 250w, 1240kc, MBS

D	1.78	3.90	8.32	13.65	20.48	32.50
N	2.30	7.15	10.93	19.11	27.30	44.83

CENTER, Shelby, 6,540 fam., 82.1% radio, 5,369 radio fam.

KDET, 1kw-D, 930kc, Best

D	6.00	6.00	12.00	24.00	36.00	60.00

CHILDRESS, Childress, 3,370 fam., 88.6% radio, 2,985 radio fam.

KCTX, 250w, 1510kc, MBS, Girard

D	2.50	3.50	7.00	12.00	21.00	35.00
N	2.50	3.50	7.00	12.00	21.00	35.00

CLEBURNE, Johnson, 8,689 fam., 89.3% radio, 7,759 radio fam.

KCLE, 250w-D, 1120kc

D	3.90	5.20	8.45	16.25	22.75	39.00

KCLE-FM, Chan. 232, 94.3mc, 330kw, Bonus days only

N	3.00	4.00	6.50	12.50	17.50	30.00

COLEMAN, Coleman, 4,303 fam., 88.8% radio, 3,821 radio fam.

KSTA, 250w-D, 1000kc

D	3.00	5.00	9.00	18.00	30.00	50.00

COLLEGE STATION, Brazos, 10,688 fam., 84.7% radio, 9,052 radio fam.

WTAW, 1kw-D, 1150kc

D	6.00	9.00	15.00	24.00	36.00	60.00

COLORADO CITY, Mitchell, 3,027 fam., 86.3% radio, 2,612 radio fam.

KVMC, 500w-D, 1320kc
(No rates available)

(Continued on page 204)

first... in listeners all day—every day†

FIRST—in Lubbock Network Radio . . . ABC

FIRST—station on the Texas South Plains . . . est. 1932

FIRST—radio buy in the Lubbock Market.

Lubbock County—metropolitan area—largest populated county in W. Texas between El Paso, Ft. Worth and San Antonio ✦

LUBBOCK COUNTY. . . 91st in National Farm Income *

LUBBOCK. . . 11th city in Texas population ✦

LUBBOCK. . . 10th city in Texas Retail Sales *

LUBBOCK. . . 8th city in Texas General Merchandise Sales *

LUBBOCK. . . 6th city in Texas Drug Sales *

† Conlan
✦ U. S. Census (1950)
* Sales Management

LUBBOCK, TEXAS
250 WATTS • 1340 KC
ABC • LONE STAR CHAIN
O. L. Taylor Co., Nat'l. Rep.

KFYO

For Results, look to

k-nuz

the station with the best Cost-Hooper Ratio in Houston!

Yes, taking both cost and Hooperating into consideration, KNUZ is Houston's Best Dollar Buy.

The **KNUZ** Market Offers:

1,049,673 people in 251,600 radio homes — who spend:

$1,080,540,000 on retail sales
236,862,000 on food
33,332,350 on drugs
84,387,450 on apparel
59,599,500 on home furnishings
181,374,000 on automobiles
123,205,250 on hardware
105,965,200 on food and drink sales

KNUZ Offers:

Morning Hooper Share, 8 a. m. to 12 noon, Mon. thru Fri. 19.4*—No. 2 in Houston.
Afternoon Hooper Share, 12 noon to 6 p. m., Mon. thru Fri. 15.3*—No. 2 in Houston.
Yes, for 50 hours per week KNUZ ranks No. 2 in Houston for share of audience.
*(Hooper Index, April-May 1950)

Buy Fabulous Houston
Buy KNUZ

CALL, WIRE OR WRITE
FORJOE: NAT. REP.
DAVE MORRIS, MGR.
CE-8801

k-nuz
(KAY-NEWS)
9th Floor Scanlan Bldg.
HOUSTON, TEXAS

TEXAS

SPOT RATE FINDER

(Continued from page 203)

CORPUS CHRISTI, Nueces, 46,013 fam., 85.2% radio, 39,203 radio fam.

4 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	6.62	7.47	13.50	25.50	38.50	65.00
N	11.40	12.95	23.00	41.00	67.00	112.50

KEYS, 1kw-D, 500w-N, 1140kc, CBS, Taylor, Hooper

D	6.00	7.20	12.00	24.00	36.00	60.00
N	12.00	14.40	24.00	48.00	72.00	120.00

KRIS, 1kw, 1360kc, NBC, Free & Peters

D	6.00	7.20	12.00	24.00	36.00	60.00
N	12.00	14.40	24.00	48.00	72.00	120.00

KSIX, 250w, 1230kc, ABC, Forjoe

D	7.00	7.00	10.00	18.00	30.00	50.00
N	10.00	10.00	18.00	30.00	48.00	80.00

KUNO, 100w, 1400kc, MBS

D	7.50	8.50	20.00	36.00	52.00	90.00
N	11.60	13.00	26.00	48.00	76.00	130.00

KWBU, 50kw-D, 1030kc, LBS, Branham, Hooper

D	15.00	15.00	25.00	50.00	75.00	125.00

CORSICANA, Navarro, 11,098 fam., 86% radio, 9,544 radio fam.

KAND, 250w, 1340kc, Branham

D	2.50	3.10	10.90	17.65	29.40	49.00
N	2.50	3.10	10.90	17.65	29.40	49.00

CROCKETT, Houston, 6,352 fam., 79.7% radio, 5,062 radio fam.

KIVY, 250w-D, 1570kc

D	.60	2.60	4.30	7.80	15.00	30.00

CUERO, De Witt, 6,400 fam., 81.7% radio, 5,228 radio fam.

KCFH, 500w-D, 1600kc, LBS, Biddick, Best

D	3.83	5.10	8.50	13.60	20.40	34.00

DALHART, Hartley, 531 fam., 93.1% radio, 494 radio fam.

KXIT, 500w-D, 1410kc

D	2.70	3.30	7.50	15.00	27.00	45.00

DALLAS, Dallas, 171,033 fam., 93.5% radio, 159,915 radio fam.

4 AM affiliates, average 1-time rate

D	18.50	24.00	38.50	70.50	105.75	176.25
N	36.50	46.50	75.00	137.00	205.50	342.50

3 AM non-affiliates, average 1-time rate

D	6.33	9.00	16.00	28.66	46.66

KIXL, 1kw-D, 1040kc, McKinney

D	9.00	12.00	24.00	38.00	60.00	

KIXL-FM, Chan. 283, 104.5mc, 34kw, McKinney
(Rates on request)

KLIF, 1kw, 1190kc, Pearson, Hooper

D	5.00	7.50	12.00	24.00	40.00	66.00
N	7.50	10.00	17.00	34.00	51.00	85.00

KRLD, 50kw, 1080kc, CBS, Branham, Hooper

D	25.00	30.00	45.00	90.00	135.00	225.00
N	50.00	60.00	90.00	180.00	270.00	450.00

KRLD-FM, Chan. 223, 92.5mc, 46kw, Branham. Bonus

KRLD-TV, Chan. 4, 8kw-aur., 15.8kw-vis., CBS, Branham

D	12.00	30.00	40.00	60.00	100.00
N	36.00	90.00	120.00	180.00	300.00

KSKY, 1kw-D, 660kc

D	5.00	7.50	12.00	24.00	40.00

KYBS (FM), Chan. 300, 107.9mc, 90kw

D	1.75	2.25	3.50	7.00	13.00	25.00
N	2.00	2.50	4.00	8.00	17.50	35.00

WFAA, 5kw, 570kc, ABC, Petry

D	13.50	18.00	25.00	48.00	72.00	120.00
N	27.00	36.00	50.00	96.00	144.00	240.00

WFAA, 50kw, 820kc, NBC, Petry

D	27.50	36.00	60.00	96.00	144.00	240.00
N	55.00	72.00	120.00	192.00	288.00	480.00

WFAA-FM, Chan. 250, 97.8mc, 43kw, Petry, Bonus

WFAA-TV, Chan. 8, 13.5kw-aur.; 27kw-vis., Young

D	18.00	18.00	35.00	48.00	70.00	120.00
N	37.50	37.50	62.50	100.00	150.00	250.00

WRR, 5kw, 1310kc, MBS, Blair

D	9.00	12.00	24.00	48.00	72.00	120.00
N	14.00	18.00	40.00	80.00	120.00	200.00

WRR-FM, Chan. 266, 101.1mc, 68kw, Bonus

DEL RIO, Val Verde, 4,624 fam., 77% radio, 3,560 radio fam.

KDLK, 250w, 1230kc

D	2.00	3.00	6.00	10.00	18.00	30.00
N	2.00	3.00	6.00	10.00	18.00	30.00

DENISON, Grayson, 19,587 fam., 91% radio 17,824 radio fam.

KDSX, 1kw-D, 1220kc

D	3.50	3.50	7.00	14.00	21.00	35.00

DENTON, Denton, 11,520 fam., 91% radio, 10,483 radio fam.

KDNT, 250w, 1450kc, Best

D	4.00	6.00	10.00	15.00	25.00	40.00
N	4.00	6.00	10.00	15.00	25.00	40.00

KDNT-FM, Chan. 291, 104.9mc, 1kw, Bonus

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

MARKET INDICATORS FOR TEXAS

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	7,677,060	'50	6,414,824	'40
% of U.S.	5.12%	'50	4.86%	'40
Families	2,144,430	'50	1,698,220	'40
Percent Radio	88.5%	'49	81.3%	'46
Radio Families	1,897,820	'50	1,500,000	'46
Retail Sales	$6,248,075,000	'49	6,485,971,000	'48
Retail Trade Employes	345,834	'48	222,120	'29
Wholesale Sales Volume	$8,054,864,000	'48	2,041,000,000	'29
Wholesale Trade Employes	115,041	'48	70,206	'29
Employment (Mid-March)	1,454,418	'48	1,347,276	'47
Taxable Payrolls (1st quarter)	$ 814,310,000	'48	685,228,000	'47
Income	$8,788,000,000	'48	2,652,000,000	'40
Percent distribution	4.27%	'48	3.50%	'40
Per Capita Income	$1,192	'48	413	'40
Percent of national per capita income	85%	'48	72%	'40
New Construction (Private)	$1,039,000,000	'49	199,400,000	'29
Residential	$ 494,600,000	'49	96,200,000	'29
Non-Residential	$ 203,800,000	'49	41,300,000	'29
Value added by Manufacture	$1,727,464,000	'47	448,523,000	'29
Automobile Registration	2,568,491	'49	2,301,638	'48
Telephones	1,537,500	'49	984,300	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

* * *

DUMAS, Moore, 3,715 fam., 97% radio, 3,603 radio fam.

KDDD, 250w D, 800kc

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.00	10.00	15.00	25.00	40.00

EDINBURG, Hidalgo, 44,691 fam., 76.6% radio, 34,233 radio fam.

KURV, 250w-D, 710kc

D	5.00	10.00	20.00	30.00	50.00

KURV-FM, Chan. 285, 104.9mc, 1kw, Bonus

EL CAMPO, Wharton, 10,045 fam., 85% radio, 8,538 radio fam.

KULP, 500w-D, 1390kc, LBS, BMB

D	5.00	7.50	13.35	20.00	36.00	50.00

ELECTRA, Wichita, 27,384 fam., 91.9% radio, 25,165 radio fam.

KELT, 250w-D, 1050kc

D	2.65	4.10	7.95	15.90	23.85	37.25

EL PASO, El Paso, 55,281 fam., 88.4% radio, 48,868 radio fam.

4 AM affiliates, average 1-time rate

D	8.00	8.12	12.70	23.40	35.62	61.62
N	11.25	11.25	20.75	38.50	60.75	101.25

KCHC, 500w-D, 860kc
(No rates available)

KELP, 1kw-D, 920kc, Pearson

D	3.60	6.00	10.00	20.00	30.00	50.00

KEPO, 5kw, 690kc, ABC, Blair

D	6.00	6.00	10.80	21.60	32.00	54.00
N	9.00	9.00	18.00	36.00	54.00	90.00

KROD, 5kw, 600kc, CBS, Taylor

D	13.00	12.00	20.00	32.00	48.00	80.00
N	18.00	18.00	30.00	48.00	72.00	120.00

KSET, 250w, 1340kc, MBS

D	4.50	6.00	7.50	15.00	22.50	37.50
N	9.00	9.00	15.00	30.00	45.00	75.00

KTSM, 1kw-D, 500w-N, 1380kc, NBC, Hollingbery

D	8.50	8.50	12.50	25.00	40.00	75.00
N	10.00	10.00	20.00	40.00	72.00	120.00

FORT WORTH, Tarrant, 100,323 fam., 92.6% radio, 92,899 radio fam.

3 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	16.66	22.00	36.33	64.00	96.00	160.00
N	32.00	42.00	70.00	122.66	150.66	306.66

4 AM non-affiliates, average 1-time rate

D	6.85	8.77	17.50	37.20	55.80	93.00
N	9.30	11.95	25.00	50.00	75.00	125.00

KCNC, 250w-D, 870kc

D	6.40	8.00	15.00	32.00	48.00	80.00

KCUL, 5kw-D, 1kw-N, 1540kc

D	4.15	5.75	11.00	28.80	43.20	72.00
N	5.60	7.90	18.00	36.00	54.00	90.00

KFJZ, 5kw, 1270kc, MBS, Blair, Hooper

D	9.00	12.00	24.00	48.00	72.00	120.00
N	14.00	18.00	40.00	80.00	120.00	200.00

KWBC, 1kw-D, 970kc, Rambeau

D		9.35	20.00	40.00	60.00	100.00

KXOL, 1kw, 1360kc, Pearson, Hooper, LBS

D	10.00	12.00	24.00	48.00	72.00	120.00
N	13.00	16.00	32.00	64.00	96.00	160.00

Combination rates with KLIF Dallas, Tex.

WBAP, 50kw, 820kc, NBC, Free & Peters

D	27.50	36.00	60.00	96.00	144.00	240.00
N	55.00	72.00	120.00	192.00	288.00	480.00

WBAP, 5kw, 570kc, ABC, Free & Peters

D	13.50	18.00	25.00	48.00	72.00	120.00
N	27.00	36.00	50.00	96.00	144.00	240.00

WBAP-FM, Chan. 263, 100.5mc, 50kw, Free & Peters, Bonus

WBAP-TV, Chan. 5, 8.2kw-aur.; 17.6 kw-vis., NBC, ABC, Free & Peters

D	18.00	18.00	37.50	60.00	90.00	150.00
N	36.00	36.00	75.00	120.00	180.00	300.00

FREDERICKSBURG, Gillespie, 2,931 fam., 84.4% radio, 2,473 radio fam.

KNAF, 250w, 1340kc, MBS

D	2.00	3.00	7.00	11.00	18.00	31.00
N	2.00	3.00	7.00	11.00	18.00	31.00

GAINESVILLE, Cooke, 6,161 fam., 89.9% radio, 5,538 radio fam.

KGAF, 250w D, 1580kc, BMB, Jay

D	3.60	5.00	10.00	15.00	22.00	40.00

(Continued on page 206)

DOUBLE COVERAGE for DALLAS - FT. WORTH!

12th Market in the U.S.*

* 1950 Census: 971,475 population

s-t-r-e-t-c-h that Dollar!

Make it do double-duty in a billion dollar market with the famous WRR-KFJZ combination . . . over-lapping coverage, simultaneous or separate schedules, at a single, economical price!

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TEXAS

SPOT RATE FINDER

(Continued from page 204)

GALVESTON, Galveston, 31,348 fam., 92.3% radio, 28,934 radio fam.
KGBC, 1kw-D, 250w-N, 1540kc, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	8.00	16.00	24.00	40.00
N	5.50	5.50	10.00	20.00	30.00	50.00

KLUF, 250w, 1400kc, MBS, Rambeau

D	4.15	4.25	6.50	13.00	19.50	32.50
N	8.30	8.50	13.00	26.00	39.00	65.00

KLUF-FM, Chan. 259, 98.7mc, 3kw, Bonus

GLADEWATER, Gregg, 17,025 fam., 89.0% radio, 15,152 radio fam.
KSIJ, 1kw-D, 1430kc

D	5.25	3.50	7.00	14.00	21.00	35.00

GONZALES, Gonzales, 5,865 fam., 81.8% radio, 4,797 radio fam.
KCTI, 250w, 1450kc, Grant, Cooke

D	1.90	3.15	4.35	8.95	15.00	24.80
N	1.90	3.15	4.35	8.95	15.00	24.80

GRAHAM, Young, 4,678 fam., 90.1% radio, 4,214 radio fam.
KSWA, 500w-D, 1330kc

D	3.00	4.00	7.00	14.00	20.00	34.00

GREENVILLE, Hunt, 11,900 fam., 90.3% radio, 10,745 radio fam.
KGVL, 250w, 1400kc, MBS

D	3.50	4.50	9.00	18.00	27.00	45.00
N	3.50	4.50	9.00	18.00	27.00	45.00

HAMILTON, Hamilton, 2,970 fam., 87.8% radio, 2,637 radio fam.
KCLW, 250w-D, 900kc

D	2.10	3.25	7.50	10.80	20.00	35.00

HARLINGEN, Cameron, 34,869 fam., 78.6% radio, 27,407 radio fam.
KGBS, 250w, 1240kc, CBS, Ra-Tel, Conlan

D	4.00	6.00	10.00	16.00	24.00	40.00
N	6.00	10.00	15.00	24.00	36.00	60.00

KSOX, 50kw, 1530kc
(No rates available)

HENDERSON, Rusk, 11,797 fam., 86.5% radio, 10,204 radio fam.
KGRI, 250w-D, 1000kc

D	3.00	4.50	8.50	15.00	26.00	40.00

HEREFORD, Deaf Smith, 2,524 fam., 92.1% radio, 2,324 radio fam.
KPAN, 250w-D, 860kc

D	3.50	6.00	9.50	15.00	25.00	45.00

HILLSBORO, Hill, 8,701 fam., 87.3% radio, 7,595 radio fam.
KHBR, 250w-D, 1560kc

D	3.00	4.50	7.00	15.00	28.00	45.00

HOUSTON, Harris, 223,790 fam., 92.5% radio, 207,005 radio fam.

4 AM affiliates, average 1-time rate

D	16.00	18.62	32.87	53.50	87.75	146.25
N	32.00	37.25	65.75	108.00	175.50	292.50

4 AM non-affiliates, average 1-time rate

D	6.96	11.72	19.85	31.54	59.72	83.07
N	8.43	16.69	24.18	38.42	61.19	102.19

KATL, 5kw, 1590kc, IMS

D	5.64	9.40	15.66	26.10	43.50	72.50
N	11.27	18.79	31.32	52.20	87.00	145.00

KCOH, 1kw-D, 1430kc, Hooper, Conlan

D	4.62	9.90	16.57	28.08	47.40	79.80
N	4.85	10.40	17.40	29.48	49.77	83.79

KLEE, 5kw, 610kc, Young

D	9.60	16.00	28.00	40.00	60.00	100.00
N	9.60	16.00	28.00	40.00	60.00	100.00

KNUZ, 250w, 1230kc, Forjoe, Hooper

D	8.00	11.60	19.20	32.00	48.00	80.00
N	8.00	11.60	19.20	32.00	48.00	80.00

KPRC, 5kw, 950kc, NBC, Petry, Hooper, BMB

D	20.00	20.00	37.50	54.00	90.00	150.00
N	40.00	40.00	75.00	108.00	180.00	300.00

KPRC-FM, Chan. 275, 102.9mc, 57kw, Transit Radio (See Transit Radio Listing)
KPRC-TV, Chan. 2, 8.5kw-aur.; 16kw-vis.

D	24.00	24.00	45.00	60.00	90.00	150.00
N	48.00	48.00	67.50	90.00	135.00	225.00

KTHT, 5kw, 790kc, MBS, Avery-Knodel, Hooper, Conlan

D	10.00	12.00	24.00	42.00	72.00	120.00
N	20.00	24.00	48.00	84.00	144.00	240.00

KTRH, 50kw, 740kc, CBS, Blair, Hooper, BMB

D	20.00	25.00	42.00	70.00	105.00	175.00
N	40.00	50.00	84.00	140.00	210.00	350.00

KTRH-FM, Chan. 266, 101.1mc, 33kw, Bonus
KXYZ, 5kw, 1320kc, ABC, Free & Peters, Hooper

D	14.00	17.50	28.00	48.00	84.00	140.00
N	28.00	35.00	56.00	96.00	168.00	280.00

KXYZ-FM, Chan. 243, 96.5mc, 15kw, Free & Peters, Bonus

HUNTSVILLE, Walker, 3,334 fam., 83.6% radio, 2,720 radio fam.
KSAM, 250w, 1490kc, MBS

D	3.00	4.50	7.50	12.00	18.00	30.00
N	4.50	6.00	10.00	16.00	24.00	40.00

JACKSONVILLE, Cherokee, 10,782 fam., 83.3% radio, 8,981 radio fam.
KEBE, 250w, 1400kc, BMB

D	3.00	6.00	12.00	18.00	36.00	60.00
N	3.00	6.00	12.00	18.00	36.00	60.00

JASPER, Jasper, 5,587 fam., 82.2% radio, 4,592 radio fam.
KTXJ, 250w, 1240kc

D	3.00		5.00	10.00	15.00	25.00
N	6.00		10.00	20.00	30.00	50.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

KERMIT, Winkler, 2,794 fam., 90.6% radio, 2,531 radio fam.
KERB, 1kw-D, 600kc

	SB	1M	5M	15M	30M	1 Hr
D	7.50	7.50	16.50	33.00	44.00	66.00

KERRVILLE, Kerr, 3,897 fam., 89.1% radio, 3,472 radio fam.
KEVT, 250w, 1230kc, LBS

D	1.60	2.50	5.70	9.50	15.15	26.65
N	1.60	2.50	5.70	9.50	15.15	26.65

KILGORE, Gregg, 17,025 fam., 89.0% radio, 15,152 radio fam.
KOCA, 250w, 1240kc

D	2.50	3.00	6.00	17.50	28.75	55.00
N	2.50	3.00	6.00	17.50	28.75	55.00

KINGSVILLE, Kleberg, 6,120 fam., 84.2% radio, 5,153 radio fam.
KINE, 1kw-D, 1330kc

D	4.50	6.00	15.00	24.00	36.00	60.00

LAMESA, Dawson, 5,323 fam., 87.2% radio, 4,641 radio fam.
KPET, 250w-D, 690kc

D	3.00	4.50	7.50	12.00	18.00	30.00

LAMPASAS, Lampasas, 2,758 fam., 86.9% radio, 2,396 radio fam.
KHIT, 250w, 1450kc

D	3.10	5.18	8.64	14.40	24.00	40.00
N	3.10	5.18	8.64	14.40	24.00	40.00

LEVELLAND, Hockley, 5,703 fam., 89.8% radio, 5,121 radio fam.
KLVT, 250w, 1230kc

D	3.00	4.00	9.00	15.00	24.00	40.00
N	3.00	4.00	9.00	15.00	24.00	40.00

LITTLEFIELD, Lamb, 5,573 fam., 88.4% radio, 4,926 radio fam.
KVOW, 250w, 1490kc

D	4.50	7.50	12.00	18.00	30.00	
N	4.50	7.50	12.00	18.00	30.00	

LONGVIEW, Gregg, 17,025 fam., 89.0% radio, 15,152 radio fam.
KFRO, 1kw, 1370kc, ABC, Cooke, BMB, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	6.00	7.20	12.00	24.00	36.00	60.00
N	12.00	14.50	24.00	48.00	72.00	120.00

KLTI, 1kw-D, 1280kc

D	4.50	6.60	11.25	22.50	35.00	56.00

KLTI-FM, Chan. 290, 105.9mc, 10kw, Bonus

LUBBOCK, Lubbock, 28,101 fam., 92.0% radio, 25,852 radio fam.

2 AM affiliates, average 1-time rate

D	7.31	8.25	12.62	23.00	34.50	57.50
N	10.12	12.00	18.25	32.00	48.00	80.00

KCBD, 1kw, 1590kc, MBS, Pearson, Conlan

D	9.00	9.00	14.00	28.00	42.00	70.00
N	9.00	9.00	14.00	28.00	42.00	70.00

KFYO, 250w, 1340kc, ABC, Taylor

D	5.62	7.50	11.25	18.00	27.00	45.00
N	11.25	15.00	22.50	36.00	54.00	90.00

KSEL, 1kw-D, 500w-N, 950kc, Holman

D		9.00	14.00	25.00	40.00	75.00
N		9.00	14.00	25.00	40.00	75.00

LUFKIN, Angelina, 10,048 fam., 86.2% radio, 8,661 radio fam.
KRBA, 250w, 1340kc, Continental

D	5.00	6.00	8.00	17.50	27.00	45.00
N	6.60	7.20	12.00	24.00	36.00	60.00

KRBA-FM, Chan. 238, 95.5mc, 2.9kw, Bonus
KTRE, 1kw, 1420kc, MBS, Taylor, Conlan

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.50	7.50	15.00	30.00	45.00	75.00

MARSHALL, Harrison, 12,767 fam., 81.4% radio, 10,392 radio fam.
KMHT, 250w, 1450kc, MBS

D	3.50	4.90	8.00	16.00	24.00	40.00
N	3.50	4.90	8.00	16.00	24.00	40.00

McALLEN, Hidalgo, 44,691 fam., 76.6% radio, 34,233 radio fam.
KRIO, 1kw, 910kc, ABC, MBS, Weed, BMB, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.00	12.00	24.00	36.00	60.00
N	6.00	10.00	20.00	32.00	48.00	80.00

McKINNEY, Collin, 11,590 fam., 90.0% radio, 10,431 radio fam.
KMAE, 1kw-D, 1600kc, BMB

D	5.50	8.00	11.00	20.00	30.00	50.00

MIDLAND, Midland, 7,156 fam., 88.4% radio, 6,325 radio fam.
KCRS, 5kw-D, 1kw-N, 550kc, ABC, Pearson

D	10.00	10.00	16.00	28.00	48.00	70.00
N	10.00	10.00	16.00	28.00	48.00	70.00

MINERAL WELLS, Palo Pinto, 4,755 fam., 91.8% radio, 4,365 radio fam.
KORC, 250w-D, 1140kc, Best

D	2.20	3.70	6.15	14.00	24.00	40.00

MONAHANS, Ward, 3,702 fam., 89.5% radio, 3,313 radio fam.
KVKM, 250w, 1340kc, MBS, LBS, Best, Conlan

D	4.00	4.00	7.50	12.00	18.00	30.00
N	4.00	4.00	7.50	12.00	18.00	30.00

MT. PLEASANT, Titus, 4,822 fam., 85.1% radio, 4,103 radio fam.
KIMP, 1kw-D, 960kc

D	2.30	3.50	9.00	13.00	22.00	36.00

(Continued on page 208)

XUM

TEXAS STATE SOIL CONSERVATION BOARD
SECOND FLOOR DENMAN BUILDING
TEMPLE

May 29, 1950

Mr. Tom Kritser, General Manager
Radio Station KGNC
Amarillo, Texas

Dear Mr. Kritser:

We have recently completed a survey for our own information, the results of which might be of interest to you.

As Planning Engineer, I needed to know whether newspaper, periodical, or radio was the fastest and most effective means of reaching the farmers and ranchers in a 4-county district which we serve. Because Swisher, Hale, Castro, and Lamb counties are from 40 to 80 miles south of Amarillo, there was some question in our minds about the use of Amarillo radio. This survey was quite a revelation to us, and we are listing below the portions we think would be of interest to you.

1) What station do you rely upon most for daily farm information?
Answer: KGNC - - - - - - - 52.94%
10 other stations 47.06

2) What are your favorite farm programs?
Answer: KGNC's Uncle Jay - - - - - - - - - - - - - 25.56%
KGNC's National Farm and Home Hour - - - 23.33
KGNC's Southwest Neighbors - - - - - - - 11.11
KGNC's Market Report - - - - - - - - - - 5.55
KGNC's Wes Izzard - - - - - - - - - - - - 2.22
Other stations' programs - - - - - - - - 32.23

3) What source for weather information do you rely upon most?
Answer: Radio - - - - - - - 95.87%
Magazines - - - - - 2.85
Newspapers - - - - 1.28

4) If radio, which station do you rely upon most for weather information?
Answer: KGNC - - - - - - - - - - 88.57%
Other stations - - - - - 11.43

From personal observation and daily contacts with farmers and ranchers, I feel justified in saying that KGNC is doing more for soil conservation and agriculture in general than any other station in this area.

Yours for continued success,

Louis Dawkins

Louis Dawkins
Planning Engineer
State Soil Conservation Board

TEXAS

SPOT RATE FINDER

(Continued from page 204)

NACOGDOCHES, Nacogdoches, 8,446 fam., 84.5% radio, 7,136 radio fam.

2 AM non-affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	3.62	4.12	10.12	20.00	35.10	58.50

KOSF, 250w, 1230kc

D	3.50	4.50	9.00	18.00	27.00	45.00
N	3.50	4.50	9.00	18.00	27.00	45.00

KSFA, 1kw-D, 860kc, Girard

D	3.75	3.75	11.25	22.00	43.20	72.00

NEW BRAUNFELS, Comal, 4,559 fam., 86.0% radio, 3,920 radio fam.

KGNB, 1kw-D, 1420kc

D	3.75	7.50	15.00	20.00	30.00	50.00

ODESSA, Ector, 11,717 fam., 91.7% radio, 10,744 radio fam.

2 AM affiliates, average 1-time rate

D	6.37	7.87	13.12	21.00	31.50	52.50
N	7.50	9.00	15.00	24.00	36.00	60.00

KECK, 1kw-D, 500w-N, 920kc, Conlan

D	7.50	11.25	18.75	30.00	45.00	75.00
N	9.35	14.05	23.45	37.50	56.25	93.75

KOSA, 250w, 1230kc, CBS, Taylor

D	6.75	6.75	11.25	18.00	27.00	45.00
N	9.00	9.00	15.00	24.00	36.00	60.00

KRIG, 1kw, 1410kc, MBS, Conlan

D	6.00	9.00	15.00	24.00	36.00	60.00
N	6.00	9.00	15.00	24.00	36.00	60.00

ORANGE, Orange, 2,214 fam., 86.8% radio, 1,921 radio fam.

KOGT, 1kw, 1600kc

D	2.00	2.00	6.00	12.00	18.00	30.00
N	2.00	2.00	8.00	16.00	24.00	40.00

PALESTINE, Anderson, 8,868 fam., 84.3% radio, 8,362 radio fam.

KNET, 250w, 1450kc, Ra-Tel

D	4.50	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	24.00	36.00	60.00

PAMPA, Gray, 6,877 fam., 94.6% radio, 6,505 radio fam.

KPAT, 250w, 1230kc, (CP)
(No data available)

KPDN, 250w, 1340kc, MBS, Girard, Sears & Ayer

D	4.50	6.65	9.25	18.50	28.00	46.50
N	4.50	6.65	9.25	18.50	28.00	46.50

PARIS, Lamar, 12,010 fam., 86.6% radio, 10,400 radio fam.

KFTV, 500w-D, 1250kc, LBS

D	1.60	3.00	8.00	16.00	24.00	40.00

KPLT, 250w, 1490kc, ABC, Pearson, Conlan

D		5.00	9.00	18.00	27.00	45.00
N		5.00	9.00	18.00	27.00	45.00

PASADENA, Harris, 223,790 fam., 92.5% radio, 207,005 radio fam.

KLVL, 1kw-D, 1480kc

D	7.50	9.38	13.50	30.00	45.00	75.00

PECOS, Reeves, 3,226 fam., 83.2% radio, 2,717 radio fam.

KIUN, 250w, 1400kc, MBS, Taylor

D	4.00	4.00	7.50	12.00	18.00	30.00
N	4.00	4.00	7.50	12.00	18.00	30.00

PERRYTON, Ochiltree, 1,680 fam., 95.9% radio, 1,611 radio fam.

KEYE, 250w-D, 1400kc, MBS

D	3.00	4.00	10.00	15.00	25.00	40.00

PLAINVIEW, Hale, 7,803 fam., 91.7% radio, 7,155 radio fam.

KPLW, 250w-D, 1570kc
(No rates available)

KVOP, 250w, 1400kc, MBS

D	3.00	4.50	7.50	12.00	18.00	30.00
N	3.00	4.50	7.50	12.00	18.00	30.00

PORT ARTHUR, Jefferson, 54,227 fam., 91.1% radio, 49,400 radio fam.

KOLE, 250w, 1340kc, Friedenberg, Hooper, Conlan

D	3.42	3.60	6.00	14.76	25.20	38.40
N	3.95	4.15	7.00	17.00	29.00	45.00

KPAC, 5kw-D, 1kw-N, 1250kc, MBS, Hooper

D		8.00	15.00	25.00	40.00	65.00
N		13.00	25.00	45.00	65.00	110.00

ROSENBERG, Fort Bend, 8,401 fam., 82.7% radio, 6,947 radio fam.

KFRD, 1kw-D, 980kc

D	3.00	4.00	9.00	18.00	27.00	45.00

SAN ANGELO, Tom Green, 16,369 fam., 89.7% radio, 14,682 radio fam.

2 AM affiliates, average 1-time rate

D	8.25	8.25	13.00	24.00	36.00	60.00
N	8.25	8.25	13.00	24.00	36.00	60.00

KGKL, 5kw-D, 1kw-N, 960kc, ABC, Pearson, Conlan, BMB

D	10.00	10.00	14.00	28.00	42.00	70.00
N	10.00	10.00	14.00	28.00	42.00	70.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

* * *

KTXL, 250w, 1340kc, MBS, Taylor

	SB	1M	5M	15M	30M	1 Hr
D	6.50	6.50	12.00	20.00	30.00	50.00
N	6.50	6.50	12.00	20.00	30.00	50.00

SAN ANTONIO, Bexar, 138,338 fam., 88.8% radio, 122,844 radio fam.

4 AM affiliates, average 1-time rate

D	19.23	22.17	31.00	48.15	76.72	120.37
N	36.85	42.46	44.57	104.50	156.75	261.25

4 AM non-affiliates, average 1-time rate

D	5.53	8.00	16.66	29.87	45.75	58.33
N	8.40	13.00	25.00	49.50	80.50	

KABC, 50kw-D, 10kw-N, 680kc, ABC, Blair, Hooper

D	21.42	25.20	35.00	53.20	97.80	133.00
N	36.41	42.84	70.00	112.00	168.00	280.00

KCOR, 5kw-D, 1kw-N, 1350kc, McKinney

D	5.55	9.00	24.00	48.00	75.00
N	11.00	18.00	38.00	75.00	125.00

KEYL(TV), Chan. 5, 9kw-aur.; 17.9kw-vis., DuMont

D		13.50	20.00	40.00	60.00	100.00
N		20.00	40.00	80.00	120.00	200.00

KITE, 1kw-D, 930kc, IMS, Hooper

D	5.50	8.00		22.50	35.00	50.00

KIWW, 250w-D, 1540kc, McGillvra

D	4.50	7.00	14.00	25.00	37.00	65.00

KMAC, 5kw, 630kc, MBS, Pearson

D	9.00	12.00	20.00	40.00	60.00	100.00
N	18.00	24.00	40.00	80.00	120.00	200.00

* * *

KISS(FM), Chan. 258, 99.5mc, 170kw
(No rates available)

KONO, 5kw, 860kc, Forjoe, Hooper, BMB

	SB	1M	5M	15M	30M	1 Hr
D	5.60	8.00	12.00	24.00	36.00	60.00
N	5.60	8.00	12.00	24.00	36.00	60.00

KONO-FM, Chan. 225, 92.9mc, 3kw, Forjoe. Bonus

KTSA, 5kw, 550kc, CBS, Free & Peters, Hooper

D	19.00	19.00	28.20	45.00	67.50	112.50
N	38.00	38.00	56.30	90.00	135.00	225.00

KTSA-FM, Chan. 268, 101.5mc, 18kw, Free & Peters, Bonus

WOAI, 50kw, 1200kc, NBC, Petry, BMB, Hooper

D	27.50	32.50	40.80	54.40	81.60	136.00
N	55.00	65.00	102.00	136.00	204.00	340.00

WOAI-TV, Chan. 4, 10.8kw-aur.; 21.6kw-vis., ABC, NBC, CBS, Petry, Hooper

D	28.13	28.13	37.50	75.00	112.50	187.50
N	37.50	37.50	50.00	100.00	150.00	250.00

SAN MARCOS, Guadalupe, 7,077 fam., 82.7% radio, 5,852 radio fam.

KCNY, 250w-D, 1470kc, LBS

D	3.00	4.50	9.00	18.00	27.00	45.00

SEGUIN, Guadalupe, 7,077 fam., 82.7% radio, 5,852 radio fam.

KWED, 250w-D, 1580kc

D	1.90	3.15	4.35	8.95	15.00	24.80

SHAMROCK, Wheeler, 2,875 fam., 90.1% radio, 2,590 radio fam.

KEVA, 250w-D, 1580kc, MBS

D	2.70	3.75	6.00	12.00	22.50	45.00

* * *

SHERMAN, Grayson, 19,587 fam., 91.0% radio, 17,824 radio fam.

KRRV (Dennison), 1kw, 910kc, MBS, Pearson

	SB	1M	5M	15M	30M	1 Hr
D	7.50	7.50	12.50	18.00	30.00	50.00
N	10.00	10.00	15.00	21.60	36.00	60.00

KTAN, 250w-D, 1500kc

D	4.00	5.00	7.00	14.00	21.00	36.00

SNYDER, Scurry, 6,316 fam., 87.7% radio, 5,539 radio fam.

KSNY, 500w-D, 1280kc

D	5.00	7.50	12.50	20.00	30.00	50.00

KVPH, 250w-D, 1220kc
(No rates available)

STAMFORD, Jones, 6,165 fam., 89.5% radio, 5,517 radio fam.

KDWT, 250w, 1400kc, MBS, Conlan

D	2.50	4.00	9.00	18.00	27.00	45.00
N	2.50	4.00	9.00	18.00	27.00	45.00

STEPHENVILLE, Erath, 5,132 fam., 86.7% radio, 4,449 radio fam.

KSTV, 250w-D, 1510kc

D	1.85	2.50	6.90	13.80	20.70	32.20

SULPHUR SPRINGS, Hopkins, 6,543 fam., 87.2% radio, 5,705 radio fam.

KSST, 250w, 1230kc, MBS

D	1.95	2.93	6.24	12.48	18.72	31.20
N	1.95	2.93	6.24	12.48	18.72	31.20

SWEETWATER, Nolan, 5,529 fam., 89.6% radio, 4,953 radio fam.

KXOX, 250w, 1240kc, MBS

D	2.50	4.00	9.00	18.00	27.00	45.00
N	2.50	4.00	9.00	18.00	27.00	45.00

(Continued on page 210)

★ ★ ★ Official Publication of the San Antonio Chamber of Commerce ★ ★ ★

JULY 15, 1950 THE SAN ANTONIAN VOL. XIII, No. 26

S. A. Population Increases 60 Per Cent

Bank Deposits Indicate No Summer Slump

San Antonio's usual summer business slow-down failed to materialize judging by deposits in San Antonio banks.

The total deposits in the 15 general banks here as of June [illegible] reached $397,632,859, more than $8 million above the figure reported on the same date [illegible] year ago.

This situation reverses the usual summer trend. Generally deposits have dropped from $8 to $10 million between the Dec. 31 and June 30 reporting dates owing to a quieter business picture during summer.

The figure for mid-year, 1950, came within less than $2½ million of equalling the postwar high mark of $400,096,455, set on Dec. 31, 1945. This record included more than $47 million in government deposits, since withdrawn.

S. A. to Have Medical Unit Of Texas U.

Establishment of a vast medical center in San Antonio was a step nearer realization this week following the announcement a division of the postgraduate school of medicine of the University of Texas would be established here immediately.

Approval of the project was announced at Austin last Saturday by the University of Texas board of regents.

Financing of the training center will be made possible through the San Antonio Medical Foundation. Robert B. Green Memorial Hospital will be the headquarters for the division with Brooke Army Medical Center cooperating in the project.

Dr. James A. Bethea, who has been named dean of the unit, expects to have the program fully developed by the first of next year.

Approve Trade Zone As Shipping Point

North Loop, Tex., now has been approved by all railroads as a freight shipping point for San Antonio's new foreign trade zone, the Chamber of Commerce traffic committee was advised at a luncheon meeting Thursday.

E. A. Holmgreen, Jr., committee chairman, pointed out rates on specific commodities will be applied for as the need arises.

C. J. Crampton, Chamber counsel, told the recent [illegible] Commission hearing in San Antonio and Harlingen on the Southern Pacific's application to abandon its passenger service between here and Skidmore.

He also announced that he would be represented at the commission hearing at Columbus, Friday [illegible] on the Southern Pacific's application to suspend Trains 7 and 8 between San Antonio and Houston.

Holmgreen reported there is no hope of a repeal or reduction of the Federal Transportation Tax in view of the outbreak of hostilities in Korea.

Building Permits Ahead of 1949

Building permits issued in San Antonio for the first six months of 1950 showed a value of $26,189,164 compared with $16,196,771 for the same period last year, according to an announcement by Milton J. Landry, building inspector.

Percentage Gain Tops All Major Texas Cities, Census Official Says

Census officials finished counting noses here this week and when it was all over found San Antonio's population had jumped to 40[illegible] a whopping increase of [illegible] over the 1940 [illegible].

According to James [illegible] Stroud, area census supervisor, the new count gives San Antonio an approximate 60 [illegible] increase over 1940, the largest percentage gain among the major cities of Texas.

Bear County [illegible] substantial gain, from 338,176 in 1940 to 496,090, an increase of [illegible] per cent.

Under a new Department of Commerce ruling, the figure for Bexar County now becomes the population for the metropolitan area. Heretofore much of the county's population was excluded from the metropolitan area totals.

San Antonio's phenomenal increase is expected to move its national rank from 36th to 25th position.

On the basis of preliminary returns, San Antonio appears to have passed the following cities:

Memphis, 394,025; Oakland, 378,322; Columbus, 373,821; Louisville, 371,859; Portland, Ore., 371,009; Rochester, 331,292; Atlanta, 326,962; St. Paul, 310,155; Toledo, 301,372; Jersey City, 300,447, and Birmingham, 298,747.

What is equally important, not a single city passed San Antonio during the 10-year period.

Chamber of Commerce President [illegible] New Year's Day [illegible] San Antonio would [illegible] a population gain of 150,000 for the past decade almost hit the official figure on the nose, it was revealed Thursday.

In a year-end review of San Antonio's [illegible] progress of this year, he declared:

"It is safe to predict San Antonio will have grown by 150,000 when the 1950 Federal census figures are released.

On this basis, the 1950 population would have been 403,854. Official figures released Wednesday by James W. Stroud, area census supervisor, in Mayor Jack White's office at the City Hall, places the count at 406,811. Jersig's prediction was 2,957 less than this figure.

Expressing jubilation over the announcement San Antonio registered the largest percentage gain in population among major Texas cities, Jersig said:

"It is certain that manufacturers and businessmen throughout the country will sit up and take notice when our sensational growth becomes generally known."

Jersig believes news of the population increase will give a "highly important spurt" to business, and will aid materially in bringing new

(Continued on page 2)

Vote As You Please But Please Vote!

Russia had an election in March of this year. The voters had only one choice—Joe's name was at the top of the list—but almost 100 per cent of those eligible voted.

San Antonio has an election coming up July 22. What percentage of local citizens will take the trouble to go to the polls is hard to determine, but in the past far too many persons failed to [illegible] their preferences.

It wouldn't be funny if [illegible] United States [illegible] it could

Predicts Record Sales Volume

Prediction San Antonio retail sales will reach the $400,000,000-mark in 1950 was made Tuesday by J. V. McGoodwin, executive vice-president and general [illegible] of the Chamber [illegible]

There is no substitute for the Southwest

CLEAR CHANNEL · 50,000 WATTS
WOAI
NBC-TQn

NBC-CBS-ABC
WOAI-TV
CHANNEL 4
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NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT • ATLANTA

TEXAS

SPOT RATE FINDER

(Continued from page 208)

TAYLOR, Williamson, 10,810 fam., 86% radio, 9,296 radio fam.
KTAE, 1kw-D, 1260kc

	SB	1M	5M	15M	30M	1 Hr
D	5.00	7.50	10.00	20.00	30.00	50.00

TEMPLE, Bell, 20,718 fam., 87.9% radio, 18,211 radio fam.
KTEM, 250w, 1400kc, MBS

D	3.95	5.65	9.00	15.75	27.00	45.00
N	4.65	6.65	10.00	17.50	30.00	50.00

KTEM-FM, Chan. 298, 107.5mc, 1.9kw, Bonus

TEXARKANA, Bowie, 17,256 fam., 85.9% radio, 14,822 radio fam.

2 AM affiliates, average 1-time rate

D	4.20	5.20	11.00	22.00	35.50	60.00
N	5.20	6.20	13.00	26.00	41.50	70.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword

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KCMC, 250w, 1230kc, ABC, Taylor, BMB, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	4.00	6.00	12.00	24.00	36.00	60.00
N	6.00	8.00	16.00	32.00	48.00	80.00

KCMC-FM Chan. 251, 98.1mc, 40kw, Taylor, Bonus
KTFS, 250w, 1400kc, MBS, Conlan

D	4.40	4.40	10.00	20.00	35.00	60.00
N	4.40	4.40	10.00	20.00	35.00	60.00

TEXAS CITY, Galveston, 31,348 fam., 92.3% radio, 28,934 radio fam.
KTLW, 1kw-D, 920kc

D	3.00	5.00	6.50	12.00	20.00	40.00

TYLER, Smith, 20,798 fam., 87.9% radio, 18,281 radio fam.
KGKB, 250w, 1490kc, MBS, Grant

D	4.00	4.00	10.00	20.00	40.00	70.00
N	4.00	4.00	10.00	20.00	40.00	70.00

KGKB-FM, Chan. 268, 101.5mc, 10kw, Bonus
KTBB, 500w-D, 600kc, Taylor, Conlan, BMB

D	6.00	6.00	12.00	24.00	36.00	60.00

UVALDE, Uvalde, 4,461 fam., 80.6% radio, 3,595 radio fam.
KVOU, 250w, 1450kc, MBS

D	2.50	3.50	8.00	14.00	21.00	35.00
N	2.50	3.50	8.00	14.00	21.00	35.00

* * *

VERNON, Wilbarger, 5,732 fam., 90.4% radio, 5,181 radio fam.
KVWC, 250w, 1490kc, MBS, Clark

	SB	1M	5M	15M	30M	1 Hr
D	3.60	4.50	7.50	15.00	26.25	45.00
N	3.60	4.50	7.50	15.00	26.25	45.00

KVWC-FM, Chan. 254, 98.7mc, 8kw, Bonus

VICTORIA, Victoria, 8,707 fam., 89% radio, 7,749 radio fam.
KNAL, 500w-D, 1410kc

D	5.00	7.50	13.35	20.00	36.00	50.00

KVIC, 250w, 1340kc, MBS, Conlan

D	3.83	5.10	8.50	13.60	20.40	34.00
N	5.10	7.65	12.75	20.40	30.60	51.00

WACO, McLennan, 35,775 fam., 88.6% radio, 30,981 radio fam.

2 AM affiliates, average 1-time rate

D	5.25	6.50	10.00	17.00	27.00	45.00
N	7.50	9.50	15.00	29.50	48.00	80.00

KWTX, 250w, 1230kc, MBS, McKinney

D	4.50	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	24.00	36.00	60.00

WACO, 1kw, 1460kc, ABC

D	6.00	7.00	10.00	18.00	30.00	50.00
N	9.00	10.00	15.00	35.00	60.00	100.00

* * *

WESLACO, Hidalgo, 44,691 fam., 76.6% radio, 34,233 radio fam.
KRGV, 5kw, 1290kc, NBC, Taylor

	SB	1M	5M	15M	30M	1 Hr
D	6.00	10.00	15.00	24.00	36.00	60.00
N	12.00	20.00	30.00	48.00	72.00	120.00

WICHITA FALLS, Wichita, 27,384 fam., 91.9% radio, 25,165 radio fam.

3 AM affiliates, average 1-time rate

D	8.73	8.73	15.33	29.00	45.66	78.33
N	13.60	13.60	22.66	45.33	71.33	121.66

KFDX, 10kw, 990kc, ABC, Taylor, Conlan

D	8.00	8.00	12.00	24.00	36.00	60.00
N	13.00	13.00	20.00	40.00	60.00	100.00

KTRN, 5kw-D, 1kw-N, 1290kc, MBS, Pearsall-Conlan

D	5.20	5.20	12.00	24.00	36.00	60.00
N	7.80	7.80	18.00	36.00	54.00	90.00

KWFT, 5kw, 620kc, CBS, Blair, Conlan, Bonus

D	13.00	13.00	22.00	39.00	65.00	115.00
N	20.00	20.00	30.00	60.00	100.00	175.00

KWFT-FM, Chan. 260, 99.9mc, 10kw, Bonus

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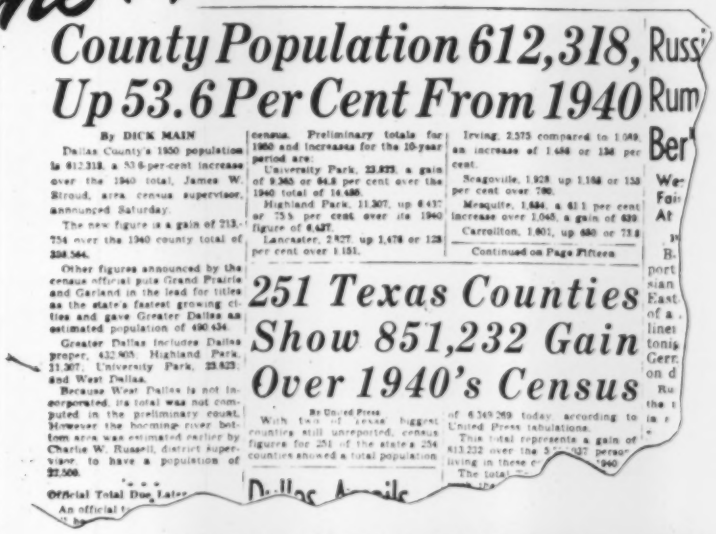
TEXAS RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr 1948 $000
Anderson	31,749	37,092	8,868	8,362	84.3	18,113	18,716	(13) 7,747	(13) 3,01
Andrews	4,985	1,277	1,392	1,298	93.3	936	2,925	(14) 3,703	(14) 1,78
Angelina	35,972	32,201	10,048	8,661	86.2	17,962	25,296	7,794	4,31
Aransas	4,139	3,469	1,156	1,005	87.0	1,843	2,499	(1) 9,913	(1) 3,94
Archer	6,837	7,599	1,909	1,773	92.9	3,524	3,056	(15) 883	(15) 35
Armstrong	2,205	2,495	615	573	93.2	1,315	1,193	(2) 6,937	(2) 3,91
Atascosa	20,016	19,275	5,591	4,606	82.4	6,380	9,193	(16) 2,309	(16) 70
Austin	14,631	17,334	4,086	3,379	82.7	7,742	10,602	(3) 6,421	(3) 3,02
Bailey	7,578	6,318	2,116	1,883	89.0	3,658	6,279	(17) 6,877	(17) 3,21
Bandera	4,385	4,234	1,224	1,078	88.1	1,558	2,326	(18) 2,451	(18) 98
Bastrop	19,561	21,610	5,463	4,452	81.5	8,089	9,832	(19) 4,592	(19) 1,60
Baylor	6,849	7,755	1,913	1,675	87.6	5,458	5,938	(22) 5,464	(20) 2,27
Bee	18,107	16,481	5,057	4,217	83.4	13,139	13,411	(1)	(1)
Bell	74,172	44,863	20,718	18,211	87.9	36,993	44,010	(21) 7,723	(21) 2,97
Bexar	495,252	338,176	138,338	122,844	88.8	403,958	388,431	88,389	42,74
Blanco	3,771	4,264	1,053	930	88.4	2,480	2,919	(22) 4,405	(22) 1,55
Borden	1,100	1,376	307	269	87.8	59		(23) 5,220	(23) 2,52
Bosque	11,782	15,761	3,291	2,981	90.6	6,487	7,474	(24) 3,506	(24) 1,35
Bowie	61,777	50,208	17,256	14,822	85.9	39,995	35,732	7,738	3,04
Brazoria	46,382	27,069	12,955	11,478	88.6	18,867	34,958	8,248	5,56
Brazos	38,266	26,977	10,688	9,052	84.7	22,361	28,683	(4) 10,341	(4) 3,71
Brewster	7,278	6,478	2,032	1,637	80.6	5,549	5,794	(25) 4,515	(25) 2,05
Briscoe	3,520	4,056	983	883	89.9	2,223	2,536	(2)	(2
Brooks	9,170	6,362	2,561	2,061	80.5	3,991	7,504	(26) 2,232	(26) 96
Brown	28,460	25,924	7,549	7,058	88.8	27,836	22,086	(27) 6,192	(27) 2,54
Burleson	12,953	18,334	3,618	2,963	81.9	6,033	6,933	(4)	(4
Burnet	10,333	10,771	2,886	2,574	89.2	5,261	5,501	(22)	(22
Caldwell	19,263	24,893	5,380	4,465	83.0	16,102	15,278	(19)	(19
Calhoun	8,971	5,911	2,505	2,191	87.5	2,963	5,460	(1)	(1
Callahan	9,060	11,568	2,530	2,277	90.0	5,519	4,478	(5) 13,969	(5) 6,65
Cameron	124,834	83,202	34,869	27,407	78.6	62,475	81,192	14,578	6,12
Camp	8,711	10,285	2,433	1,958	80.5	3,689	4,082	(28) 4,809	(28) 2,04
Carson	6,840	6,624	1,910	1,837	96.2	4,929	5,362	(2)	(2
Cass	26,646	33,496	7,443	6,252	84.0	13,622	14,778	2,424	78
Castro	5,401	4,631	1,508	1,396	92.6	2,525	3,327	(29) 2,156	(29) 95
Chambers	7,843	7,511	2,190	1,960	89.5	5,352	5,231	541	24
Cherokee	38,603	43,970	10,782	8,981	83.3	19,262	21,823	(13)	(13)
Childress	12,065	12,149	3,370	2,985	88.6	10,748	12,511	(30) 2,739	(30) 1,17
Clay	9,866	12,524	2,755	2,473	89.8	5,505	5,327	(15)	(15)
Cochran	5,909	3,735	1,650	1,470	89.1	1,798	4,749	(17)	(17)
Coke	4,035	4,590	1,127	979	86.9	1,709	2,273	(31) 490	(31) 14
Coleman	15,407	20,571	4,303	3,821	88.8	10,598	11,822	(27)	(27)
Collins	41,495	47,190	11,590	10,431	90.0	22,588	25,424	(32) 3,684	(32) 1,53
Collingsworth	9,422	10,331	2,631	2,281	86.7	6,288	7,290	(30)	(30)
Colorado	17,519	17,812	4,893	4,119	84.2	11,581	16,871	(3)	(3)
Comal	16,322	12,321	4,559	3,920	86.0	10,357	14,811	(33) 5,883	(33) 2,42
Comanche	15,458	19,245	4,317	3,816	88.4	6,334	9,705	(27)	27
Concho	5,063	6,192	1,414	1,266	89.6	3,327	3,491	(34) 2,779	(34) 1,10
Cooke	22,058	24,909	6,161	5,538	89.9	16,116	18,453	(6) 12,515	(6) 5,85
Coryell	16,221	20,226	4,531	3,710	81.9	7,212	7,793	(21)	(21)
Cottle	6,068	7,079	1,694	1,463	86.4	5,413	5,507	(7) 7,355	(7) 3,47
Crane	3,956	2,841	1,105	1,051	95.2	2,479	3,000	(8) 12,955	(8) 7,24
Crockett	3,963	2,809	1,106	987	89.3	3,251	3,739	(25)	(25)
Crosby	9,548	10,046	2,667	2,440	91.5	5,443	7,558	(7)	(7)
Culberson	1,814	1,653	506	434	85.8	1,906	2,017	(35) 468	(35) 20

(Continued on page 212)

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

Says the 1950 Census



County Population 612,318, Up 53.6 Per Cent From 1940

By DICK MAIN

Dallas County's 1950 population is 612,318, a 53.6-per-cent increase over the 1940 total, James W. Stroud, area census supervisor, announced Saturday.

The new figure is a gain of 213,754 over the 1940 county total of 398,564.

Other figures announced by the census official puts Grand Prairie and Garland in the lead for titles as the state's fastest growing cities and gave Greater Dallas an estimated population of 690,434.

Greater Dallas includes Dallas proper, 432,905; Highland Park, 11,307; University Park, 23,823, and West Dallas.

Because West Dallas is not incorporated, its total was not computed in the preliminary count. However the booming river bottom area was estimated earlier by Charlie W. Russell, district supervisor, to have a population of 22,500.

census. Preliminary totals for 1950 and increases for the 10-year period are:

University Park, 23,823, a gain of 9,365 or 64.8 per cent over the 1940 total of 14,458.

Highland Park, 11,307, up 6,437 or 75.5 per cent over its 1940 figure of 4,437.

Lancaster, 2,927, up 1,676 or 128 per cent over 1,151.

Irving, 2,575 compared to 1,049, an increase of 1,468 or 134 per cent.

Seagoville, 1,928, up 1,168 or 153 per cent over 760.

Mesquite, 1,684, a 61.1 per cent increase over 1,045, a gain of 639.

Carrollton, 1,601, up 680 or 73.8

Continued on Page Fifteen

251 Texas Counties Show 851,232 Gain Over 1940's Census

By United Press

With two of Texas' biggest counties still unreported, census figures for 251 of the state's 254 counties showed a total population of 6,349,269 today, according to United Press tabulations.

This total represents a gain of 813,232 over the 5,536,037 persons living in these c... 1940.

The total ...

Official Total Due Later

An official t...

Dallas Morning ...

Russ' Rum Ber' We- Fair At ... Report sian East of a ... lines tonis Gerr on d Ru the ... in ... "

KRLD

Consistently and Predominantly first

Attested by Hooper Measurements, KRLD is consistently FIRST in 3-out-of-5 standard time brackets, and often as not, 4-out-of-5, for Dallas.

9 out of 10 of the Nation's highest rated network programs (CBS) are regulars on KRLD, according to the latest Nielsen's survey. Recently, a survey showed KRLD to be the SECOND HIGHEST RATED STATION in the United States in cities where four networks were surveyed.

KRLD 50,000 Watts

Saturates the Gigantic SOUTHWEST EMPIRE . . . 1,530,990 radio homes in 328 counties, night-time and 1,370,320 radio homes in 235 counties day-time . . . BMB Survey, 1949.

Owners and Operators

KRLD-TV

Channel 4

STATION KRLD DALLAS

THE CBS STATION

for the Southwest's

LARGEST URBAN MARKET

DALLAS and FORT WORTH

NOW PRESENTS THE

Greatest Advertising Value

in Dallas Radio History

53.6% More

DALLAS MARKET

1950	612,318
1940	398,564

59% More

FORT WORTH MARKET

1950	359,157
1940	225,521

Comparisons based on Dallas and Tarrant Counties

KRLD advertising rates have increased moderately during the ten-year period, but the percentage of increase is in no-wise comparable to the tremendous increase in market potential.

this is why

KRLD

is your best buy

AM . . . FM . . . TV

THE TIMES HERALD STATION

THE BRANHAM COMPANY, REPRESENTATIVES

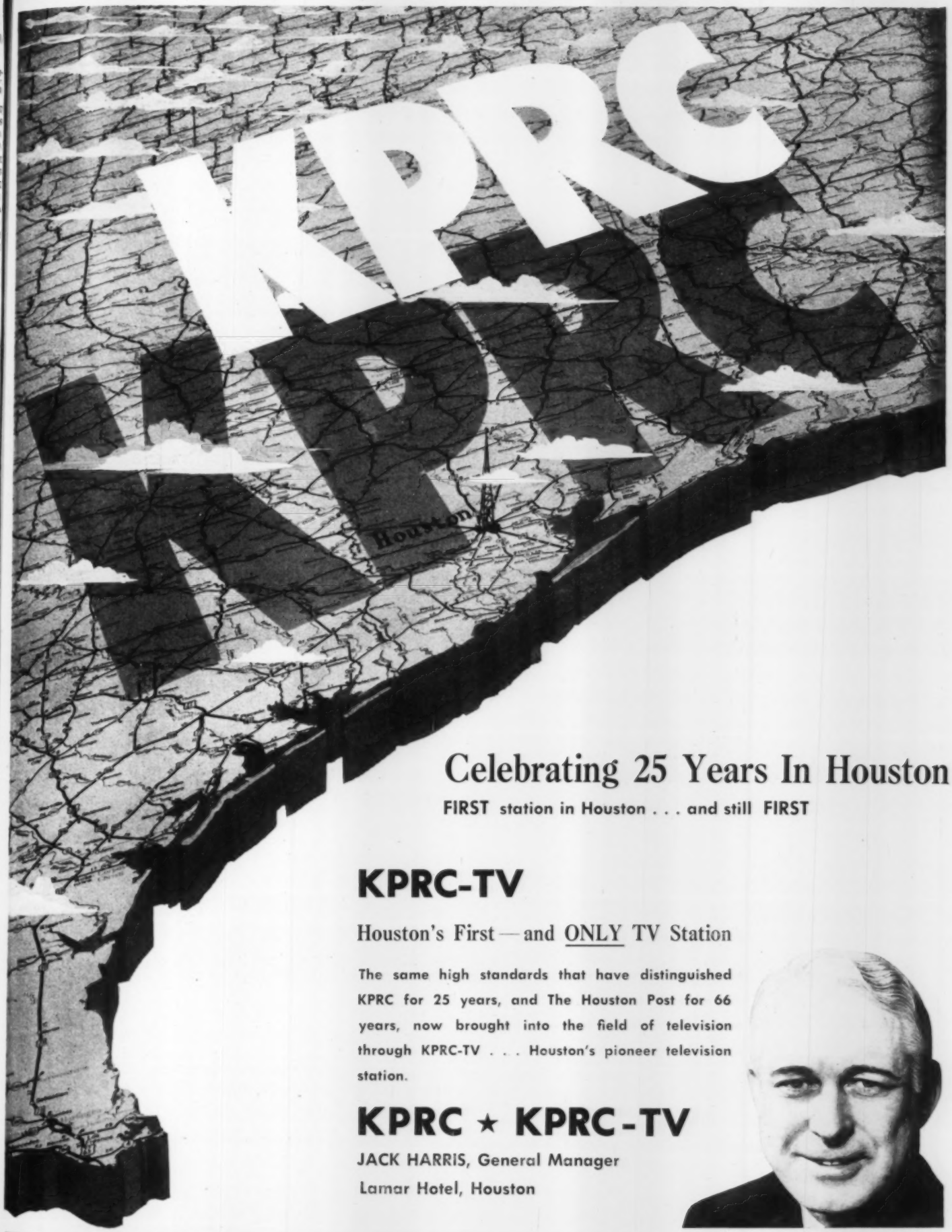
TEXAS RADIO MARKET DATA BY COUNTIES

(Continued from page 210)

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Q. 1948 ($000)
Dallam	7,604	6,494	2,124	1,934	91.1	7,212	9,897	(9) 11,876	(9) 7,527
Dallas	612,301	398,564	171,033	159,915	93.5	759,244	708,545	202,754	120,269
Dawson	19,058	15,367	5,323	4,641	87.2	12,169	18,562	(14)	(14)
Deaf Smith	9,037	6,056	2,524	2,324	92.1	7,196	10,105	(29)	(29)
Delta	8,953	12,858	2,500	2,465	89.6	4,279	4,960	(36) 2,154	(36) 910
Denton	41,243	33,658	11,520	10,483	91.0	23,418	29,859	3,575	1,420
De Witt	22,912	24,935	6,400	5,228	81.7	17,085	20,741	(10) 7,401	(10) 2,665
Dickens	7,139	7,847	1,994	1,796	90.1	6,183	6,218	(7)	(7)
Dimmit	10,588	8,542	2,957	2,421	81.9	2,858	4,188	(37) 3,026	(37) 1,344
Donley	6,201	7,487	1,732	1,612	93.1	5,004	4,970	(2)	(2)
Duval	15,582	20,565	4,352	3,646	83.8	10,266	7,186	(38) 6,666	(38) 3,119
Eastland	23,754	20,345	6,335	5,845	88.1	19,459	22,507	(39) 5,520	(39) 2,442
Ector	41,947	15,051	11,717	10,744	91.7	44,033	42,735	(8)	(8)
Edwards	2,900	2,933	810	726	89.7	1,315	1,279	(40) 3,547	(40) 1,329
Ellis	45,517	47,733	12,714	11,137	87.6	26,049	30,762	4,121	1,566
El Paso	197,906	131,067	55,281	48,868	88.4	159,279	159,718	33,206	17,375
Erath	18,376	20,760	5,132	4,449	86.7	10,432	13,398	(41) 1,691	(41) 622
Falls	26,582	35,984	7,425	6,110	82.3	14,105	17,786	(42) 3,503	(42) 1,225
Fannin	31,152	41,064	8,701	7,822	89.9	16,314	16,091	1,950	780
Fayette	24,126	29,246	6,739	5,512	81.8	13,153	16,912	(4)	(4)
Fisher	10,985	12,932	3,068	2,736	89.2	4,808	5,970	(43) 4,468	(43) 2,280
Floyd	10,154	10,659	2,936	2,671	91.0	7,241	9,015	(7)	(7)
Foard	4,212	5,237	1,176	1,056	89.8	2,934	3,216	(20)	(20)
Fort Bend	30,078	32,963	8,401	6,947	82.7	20,002	24,080	2,864	1,310
Franklin	6,241	8,378	1,743	1,547	88.8	2,858	2,941	(28)	(28)
Freestone	15,644	21,138	4,369	3,604	82.5	8,240	7,996	(44) 1,231	(44) 394
Frio	10,337	9,207	2,887	2,211	76.6	3,689	5,397	(16)	(16)
Gaines	8,882	8,136	2,481	2,210	89.1	8,662	9,777	(14)	(14)
Galveston	112,226	81,173	31,348	28,934	92.3	117,009	115,898	33,723	18,002
Garza	6,264	5,678	1,749	1,616	92.4	4,491	4,889	(7)	(7)
Gillespie	10,494	10,670	2,931	2,473	84.4	7,498	9,295	(22)	(22)
Glasscock	1,090	1,193	304	218	94.1	289	297	(45) 6,245	(45) 4,034
Goliad	6,202	8,798	1,732	1,420	82.0	3,310	3,545	(1)	(1)
Gonzales	21,000	26,075	5,865	4,797	81.8	10,886	21,459	(10)	(10)
Gray	24,623	23,911	6,877	6,505	94.6	28,272	29,842	(2)	(2)
Grayson	70,122	69,499	19,587	17,824	91.0	58,914	54,992	(6)	(6)
Gregg	60,951	58,027	17,025	15,152	89.0	72,719	73,369	(11) 18,323	(11) 8,359
Grimes	14,937	21,960	4,172	3,270	78.4	8,513	8,879	(46) 7,791	(46) 3,199
Guadalupe	25,337	25,596	7,077	5,852	82.7	11,626	16,354	(33)	(33)
Hale	27,938	18,813	7,803	7,155	91.7	20,304	35,101	(7)	(7)
Hall	10,882	12,117	3,039	2,637	86.8	8,330	9,866	(2)	(2)
Hamilton	10,634	13,303	2,970	2,637	87.8	7,591	8,349	817	281
Hansford	4,168	2,783	1,164	1,096	94.2	3,460	4,875	(9)	(9)
Hardeman	10,185	11,073	2,844	2,556	89.9	7,651	7,529	(20)	(20)
Hardin	19,507	15,875	5,448	4,663	85.6	8,466	10,288	1,510	582
Harris	801,169	528,961	223,790	207,005	92.5	857,581	811,198	239,175	153,047
Harrison	45,709	50,900	12,767	10,392	81.4	28,800	28,328	(47) 7,916	(47) 2,973
Hartley	1,901	1,873	531	494	93.1	545	453	(9)	(9)
Haskell	13,691	14,905	3,824	3,357	87.8	7,196	7,848	(48) 817	(48) 304
Hays	17,794	15,349	4,970	4,174	84.0	8,330	10,294	(19)	(19)
Hemphill	4,095	4,170	1,143	1,045	91.5	4,052	3,850	(9)	(9)
Henderson	23,330	31,822	6,516	5,629	86.4	13,064	14,018	(49) 3,847	(49) 1,358
Hidalgo	159,994	160,059	44,691	34,233	76.6	54,474	87,214	15,064	5,984
Hill	31,152	38,355	8,701	7,595	87.3	17,265	19,809	(24)	(24)
Hockley	20,420	12,693	5,703	5,121	89.8	7,408	19,197	(17)	(17)
Hood	5,273	6,674	1,472	1,268	86.2	2,433	3,464	(41)	(41)
Hopkins	23,424	30,274	6,543	5,705	87.2	15,134	12,837	(36)	(36)
Houston	22,743	31,137	6,352	5,062	79.7	10,463	11,534	(50) 3,526	(50) 1,253
Howard	26,647	20,990	7,443	6,750	90.7	27,274	28,684	(23)	(23)
Hudspeth	4,276	3,149	1,194	1,008	84.5	1,331	1,722	(35)	(35)
Hunt	42,605	48,793	11,900	10,745	90.3	33,813	31,155	4,466	1,832
Hutchinson	31,468	19,069	8,789	8,296	94.4	26,246	26,765	(9)	(9)
Irion	1,582	1,963	441	389	88.4	861	880	(31)	(31)
Jack	7,712	10,206	2,154	1,914	88.9	5,201	5,331	(51) 2,815	(51) 1,127
Jackson	12,886	11,720	3,599	3,023	84.0	5,882	7,647	(1)	(1)
Jasper	20,002	17,491	5,587	4,592	82.2	8,482	13,834	(52) 3,119	(52) 1,102
Jeff Davis	2,084	2,375	582	485	83.5	726	720	(25)	(25)
Jefferson	194,136	145,329	54,227	49,400	91.1	212,908	192,816	56,031	29,823
Jim Hogg	5,369	5,449	1,499	1,275	85.1	4,142	3,162	(53) 725	(53) 220
Jim Wells	27,825	20,239	7,772	6,341	81.6	15,981	21,679	(38)	(38)
Johnson	31,108	30,384	8,689	7,759	89.3	17,961	21,336	(54) 5,244	(54) 2,186
Jones	22,072	23,378	6,165	5,517	89.5	15,920	19,416	(5)	(5)
Karnes	17,088	19,248	4,773	3,880	81.3	9,056	11,966	(10)	(10)
Kaufman	31,117	38,308	8,691	7,430	85.5	17,538	19,653	2,225	845
Kendall	5,371	5,080	1,500	1,303	86.9	3,720	4,515	(18)	(18)
Kenedy	629	700	175	144	82.4	59		(26)	(26)
Kent	2,460	3,413	687	607	88.4	1,271	1,045	(48)	(48)
Kerr	13,953	11,650	3,897	3,472	89.1	12,760	14,729	(18)	(18)
Kimble	4,587	5,064	1,281	1,146	89.5	3,657	3,325	(55) 1,013	(55) 413
King	868	1,066	242	208	86.2	545	224	(7)	(7)
Kinney	2,648	4,533	739	565	76.5	1,889	1,299	(40)	(40)
Kleberg	21,911	13,344	6,120	5,153	84.2	9,934	15,279	(38)	(38)
Knox	10,048	10,090	2,806	2,500	89.1	5,791	6,693	(20)	(20)
Lamar	42,998	50,425	12,010	10,400	86.6	29,351	29,296	4,837	1,916
Lamb	19,953	17,606	5,573	4,926	88.4	12,473	17,962	(17)	(17)
Lampasas	9,875	9,167	2,758	2,396	86.9	6,364	7,861	(22)	(22)
La Salle	7,472	8,003	2,087	1,488	71.3	3,161	3,994	(37)	(37)

(Continued on page 214)

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.



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Houston's First — and ONLY TV Station

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KPRC ★ KPRC-TV

JACK HARRIS, General Manager

Lamar Hotel, Houston

TEXAS RADIO MARKET DATA BY COUNTIES

(Continued from page 212)

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payro 1st-Qtr 1948 ($000)
Lavaca	22,122	25,485	6,179	5,079	82.2	9,449	9,852	(10)	(10)
Lee	10,117	12,751	2,825	2,310	81.8	4,355	6,278	(4)	(4)
Leon	11,988	17,733	3,348	2,735	81.7	6,152	4,901	(44)	(44)
Liberty	26,685	24,541	7,453	6,327	84.9	17,010	22,280	(46)	(46)
Limestone	25,112	33,781	7,014	5,905	84.2	13,273	12,836	(42)	(42)
Lipscomb	3,638	3,764	1,016	960	94.5	2,858	4,399	(9)	(9)
Live Oak	9,025	9,799	3,520	3,069	87.2	4,097	5,119	(56) 854	(56) 37
Llano	5,337	5,996	1,490	1,285	86.3	4,052	4,792	(22)	(22)
Loving	227	285	63	.....	.....	106		(8)	(8)
Lubbock	100,603	51,782	28,101	25,852	92.0	90,170	115,699	17,962	9,132
Lynn	10,971	11,931	3,064	2,812	91.8	8,753	7,565	(17)	(17)
McCulloch	11,653	13,202	3,255	2,848	87.5	10,492	10,168	(34)	(34)
McLennan	128,076	101,898	35,775	30,981	86.6	104,814	114,285	23,691	11,697
McMullen	1,184	1,374	330	269	81.6	303	256	(56)	(56)
Madison	7,966	12,029	2,225	1,824	82.0	6,684	5,970	(50)	(50)
Marion	10,132	11,457	2,830	2,204	77.9	4,520	4,419	(47)	(47)
Martin	5,521	5,556	1,542	1,390	90.2	3,054	2,417	(14)	(14)
Mason	4,922	5,378	1,374	1,239	90.2	3,946	3,382	(22)	(22)
Matagorda	21,426	20,066	5,984	4,930	82.4	14,998	19,330	2,852	1,192
Maverick	12,246	10,071	3,420	2,527	73.9	5,791	9,651	(37)	(37)
Medina	16,986	16,106	4,744	4,084	86.1	6,092	8,652	(16)	(16)
Menard	4,157	4,521	1,161	1,040	89.6	3,780	3,985	(55)	(55)
Midland	25,621	11,721	7,156	6,325	88.4	38,687	25,662	(45)	(45)
Milam	23,450	33,120	6,550	5,462	83.4	12,366	15,767	(4)	(4)
Mills	5,973	7,951	1,668	1,472	88.3	3,841	3,625	(22)	(22)
Mitchell	10,838	12,477	3,027	2,612	86.3	8,331	9,865	(23)	(23)
Montague	17,001	20,442	4,748	4,201	88.5	10,689	12,535	1,739	778
Montgomery	24,440	23,055	6,826	5,740	84.1	12,625	14,881	(46)	(46)
Moore	13,302	4,461	3,715	3,603	97.0	3,885	9,500	(9)	(9)
Morris	9,420	9,810	2,631	2,207	83.9	3,416	4,242	(28)	(28)
Motley	3,946	4,994	1,102	980	89.0	3,206	3,580	(7)	(7)
Nacogdoches	30,237	35,392	8,446	7,136	84.5	18,505	18,444	(57) 7,933	(57) 2,877
Navarro	39,731	51,308	11,098	9,544	86.0	26,140	27,407	5,051	2,180
Newton	10,819	13,700	3,022	2,450	81.1	3,387	3,299	(52)	(52)
Nolan	19,797	17,309	5,529	4,953	89.6	16,313	19,642	(43)	(43)
Nueces	164,729	92,661	46,013	39,203	85.2	130,333	140,279	34,058	18,382
Ochiltree	6,015	4,213	1,680	1,611	95.9	5,443	9,196	(9)	(9)
Oldham	1,668	1,385	465	445	95.8	1,164	1,270	(29)	(29)
Orange	7,927	17,382	2,214	1,921	86.8	9,841	26,712	7,824	4,774
Palo Pinto	17,025	18,456	4,755	4,365	91.8	11,581	13,031	(51)	(51)
Panola	19,207	22,513	5,365	4,420	82.4	5,972	9,800	(47)	(47)
Parker	21,479	20,482	5,999	5,219	87.0	9,843	14,213	(54)	(54)
Parmer	5,771	5,890	1,612	1,513	93.9	3,900	4,391	(29)	(29)
Pecos	9,877	8,185	2,758	2,391	86.7	7,771	8,520	(25)	(25)
Polk	16,110	20,635	4,500	3,811	84.7	10,069	9,423	(58) 5,571	(58) 2,005
Potter	79,326	54,265	22,158	21,249	95.9	110,040	110,438	(12) 21,555	(12) 12,704
Presidio	7,328	10,925	2,046	1,587	77.6	5,835	5,573	(25)	(25)
Rains	4,258	7,334	1,189	1,022	86.0	1,119	1,324	(59) 1,759	(59) 591
Randall	7,258	7,185	2,027	1,921	94.8	4,143	7,392	(12)	(12)
Reagan	3,104	1,997	867	832	96.0	1,603	3,948	(25)	(25)
Real	2,475	2,420	691	590	85.5	832	1,014	(40)	(40)
Red River	21,800	29,769	6,089	5,096	83.7	10,567	10,072	(28)	(28)
Reeves	11,694	8,006	3,266	2,717	83.2	10,235	12,464	(8)	(8)
Refugio	10,078	10,383	2,815	2,451	87.1	8,800	7,397	(1)	(1)
Roberts	1,030	1,289	287	273	95.2	1,224	725	(9)	(9)
Robertson	19,772	25,710	5,522	4,533	82.1	9,450	11,303	(4)	(4)
Rockwall	6,116	7,051	1,708	1,514	88.7	2,827	3,438	(32)	(32)
Runnels	16,717	18,903	4,669	4,169	89.3	12,988	12,652	(34)	(34)
Rusk	42,234	51,023	11,797	10,204	86.5	28,030	26,136	(11)	(11)
Sabine	8,552	10,896	2,386	1,972	82.6	3,326	2,839	(57)	(57)
San Augustine	8,819	12,471	2,463	1,963	79.7	4,385	4,341	(57)	(57)
San Jacinto	7,162	9,056	2,000	1,528	76.4	1,602	1,584	(58)	(58)
San Patricio	35,692	28,871	9,969	8,493	85.2	21,530	21,335	2,955	1,267
San Saba	8,627	11,012	2,409	2,076	86.2	5,305	6,499	(22)	(22)
Schleicher	2,838	3,083	792	710	89.7	1,558	2,141	(55)	(55)
Scurry	22,613	11,545	6,316	5,539	87.7	15,842	9,315	(43)	(43)
Shackelford	4,986	6,211	1,392	1,298	93.3	3,794	3,981	(5)	(5)
Shelby	23,414	29,235	6,540	5,369	82.1	11,098	11,445	(57)	(57)
Sherman	2,426	2,026	677	648	95.8	1,694	3,537	(9)	(9)
Smith	74,458	69,090	20,798	18,281	87.9	68,686	62,773	13,024	6,665
Somervell	2,532	3,071	707	604	85.5	1,074	1,422	(41)	(41)
Starr	13,898	13,312	3,882	3,004	77.4	3,311	4,696	384	85
Stephens	10,574	12,356	2,953	2,642	89.5	10,371	11,159	(39)	(39)
Sterling	1,273	1,404	355	331	93.5	1,466	1,203	(31)	(31)
Stonewall	3,668	5,589	1,024	908	88.7	1,603	1,648	(48)	(48)
Sutton	3,787	3,977	1,057	993	94.0	3,900	3,680	(55)	(55)
Swisher	8,232	6,528	2,299	2,177	94.7	5,004	7,783	(29)	(29)
Tarrant	359,159	225,521	100,323	92,899	92.6	432,292	401,503	96,488	56,988
Taylor	63,077	44,147	17,619	16,279	92.4	59,711	66,766	(5)	(5)
Terrell	3,171	2,952	885	761	86.0	2,388	2,342	(25)	(25)
Terry	13,074	11,160	3,651	3,205	87.8	8,770	13,296	(17)	(17)
Throckmorton	3,611	4,275	1,008	910	90.3	1,860	2,275	(60) 2,851	(60) 1,255
Titus	17,266	19,228	4,822	4,103	85.1	10,418	11,403	(28)	(28)
Tom Green	58,602	39,302	16,369	14,682	89.7	60,549	62,528	14,842	7,807
Travis	160,381	111,053	44,799	39,871	89.0	155,377	137,393	25,605	11,890
Trinity	10,013	13,705	2,796	2,141	76.6	6,078	7,001	(58)	(58)
Tyler	11,275	11,948	3,149	2,667	84.7	4,913	6,657	(58)	(58)
Upshur	20,763	26,178	5,799	4,911	84.7	9,056	10,103	(11)	(11)

(Continued on page 216)

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

It's

WBAP

THE STAR-TELEGRAM STATION

SINCE 1922

in Fort Worth and Dallas

Rocketing Ahead With

A MILLION PEOPLE AND OVER $1 BILLION IN RETAIL SALES

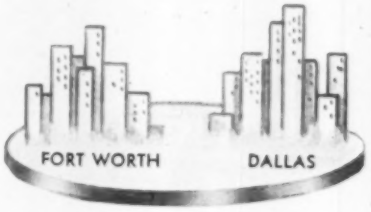
(In Tarrant (Fort Worth) and Dallas Counties Alone)

1950 — Population 971,475

1948 — Retail Sales Over $1 Billion

1940 — Population 520,255

1939 — Retail Sales $265,880,000



Pioneer Radio and Television Station **WBAP** delivers best the most tempting advertising dish south of the Mason-Dixon Line—the **Fort Worth-Dallas** area . . . . by population and retail sales, the South's **NUMBER ONE MARKET.**

Fort Worth, home of **WBAP,** is the nation's fastest growing retail sales market. **Dallas,** served by WBAP for more than a quarter century, is in fifth place.[1]

Tarrant (Fort Worth) and Dallas, the two major counties in WBAP's coverage area have a combined population of 971,475.[2]

There's more, though . . . . 130 additional booming counties on **WBAP-570** (5,000 watts, ABC) 163 counties more on **WBAP-820** (50,000 watts, NBC) and 14 counties more on **WBAP-TV** (Channel 5, ABC, NBC).

Productionwise, **WBAP** offers the most modern facilities housed in one of the most modern plants in the nation . . . . completely equipped to deliver your most exacting needs.

We urge you to compare coverage and ratings. It's **WBAP** in **Fort Worth-Dallas** where the boom is on. Contact the station direct or Free & Peters for availabilities.

[1]*Fort Worth, 297% increase in volume 1939-1948; Dallas, 262%. Source: U. S. Bureau of Census preliminary Census of Business figures released June, 1950.*
[2]*U. S. Bureau of Census 1950 population figures.*

FREE & PETERS, INC.
Exclusive National Representatives

WBAP - AM - FM - TV

AMON CARTER, President
HAROLD HOUGH, Director

GEORGE CRANSTON, Manager
ROY BACUS, Commercial Mgr.

3900 BARNETT ST. FORT WORTH, TEXAS
TELEPHONES: FORT WORTH LO-1981 DALLAS TR-9757

TEXAS RADIO MARKET DATA BY COUNTIES

(Continued from page 214)

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Upton	5,288	4,297	1,477	1,367	92.6	6,184	4,733	(25)	(25)
Uvalde	15,972	13,246	4,461	3,595	80.6	10,022	13,488	(40)	(40)
Val Verde	16,557	15,453	4,624	3,560	77.0	11,067	12,511	(40)	(40)
Van Zandt	22,549	31,155	6,298	5,630	89.4	12,321	11,642	(49)	(49)
Victoria	31,174	23,741	8,707	7,749	89.0	23,918	28,522	(1)	(1)
Walker	20,168	19,868	5,633	4,709	83.6	9,797	11,315	(50)	(50)
Waller	11,938	10,280	3,334	2,720	81.6	5,397	7,328	(3)	(3)
Ward	13,256	9,575	3,702	3,313	89.5	10,552	11,760	(8)	(8)
Washington	20,489	25,387	5,723	4,475	78.2	12,035	13,242	(4)	(4)
Webb	55,904	45,916	15,615	11,492	73.6	40,148	38,776	7,213	2,695
Wharton	35,964	36,158	10,045	8,538	85.0	23,615	28,605	(3)	(3)
Wheeler	10,296	12,411	2,875	2,590	90.1	9,192	9,850	(30)	(30)
Wichita	98,036	73,604	27,384	25,165	91.9	106,964	90,209	21,762	11,716
Wilbarger	20,521	20,474	5,732	5,181	90.4	17,478	19,361	(20)	(20)
Willacy	20,891	13,230	5,835	4,609	79.0	6,274	13,365	(26)	(26)
Williamson	38,700	41,698	10,810	9,296	86.0	23,992	27,758	3,607	1,408
Wilson	14,641	17,066	4,089	3,361	82.2	5,941	6,951	(33)	(33)
Winkler	10,005	6,141	2,794	2,531	90.6	8,286	9,180	(8)	(8)
Wise	16,092	19,074	4,494	3,977	88.5	7,741	9,398	(54)	(54)
Wood	21,218	24,350	5,926	5,125	86.5	10,568	14,292	(59)	(59)
Yoakum	4,332	5,354	1,210	1,101	91.0	2,283	2,315	265	122
Young	16,748	19,004	4,678	4,214	90.1	17,840	16,643	(60)	(60)
Zapata	4,306	3,916	1,202	915	76.2	332	747	(53)	(53)
Zavala	11,171	11,603	3,120	2,165	69.4	3,568	5,083	(37)	(37)

(1) Includes Aransas, Bee, Calhoun, Goliad, Jackson, Refugio and Victoria Counties. (2) Includes Armstrong, Briscoe, Carson, Donley, Gray and Hall Counties. (3) Includes Austin, Colorado, Waller and Wharton Counties. (4) Includes Brazos, Burleson, Fayette, Lee, Milam, Robertson and Washington Counties. (5) Includes Callahan, Jones, Shackelford and Taylor Counties. (6) Includes Cooke and Grayson Counties. (7) Includes Cottle, Crosby, Dickens, Floyd, Garza, Hale, King and Motley Counties. (8) Includes Crane, Ector, Loving, Reeves, Ward and Winkler Counties. (9) Includes Dallam, Hansford, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Roberts and Sherman Counties. (10) Includes DeWitt, Gonzales, Karnes and Lavaca Counties. (11) Includes Gregg, Rusk and Upshur Counties. (12) Includes Potter and Randall Counties. (13) Includes Anderson and Cherokee Counties. (14) Includes Andrews, Dawson, Gaines and Martin Counties. (15) Includes Archer and Clay Counties. (16) Includes Atascosa, Frio and Medina Counties. (17) Includes Bailey, Cochran, Hockley, Lamb, Lynn and Terry Counties. (18) Includes Bandera, Kendall and Kerr Counties. (19) Includes Bastrop, Caldwell and Hays Counties. (20) Includes Baylor, Foard, Hardeman, Knox and Wilbarger Counties. (21) Includes Bell and Coryell Counties. (22) Includes Blanco, Burnet, Gillespie, Lampasas, Llano, Mason, Mills and San Saba Counties. (23) Includes Borden, Howard and Mitchell Counties. (24) Includes Bosque and Hill Counties. (25) Includes Brewster, Crockett, Jeff Davis, Pecos, Presidio, Reagan, Terrell and Upton Counties. (26) Includes Brooks, Kenedy and Willacy Counties. (27) Includes Brown, Coleman and Comanche Counties. (28) Includes Camp, Franklin, Morris, Red River and Titus Counties. (29) Includes Castro, Deaf Smith, Oldham, Parmer and Swisher Counties. (30) Includes Childress, Collingsworth and Wheeler Counties. (31) Includes Coke, Iron and Sterling Counties. (32) Includes Collin and Rockwall Counties. (33) Includes Comal, Guadalupe and Wilson Counties. (34) Includes Concho, McCulloch and Runnels Counties. (35) Includes Culberson and Hudspeth Counties. (36) Includes Delta and Hopkins Counties. (37) Includes Dimmit, La Salle, Maverick and Zavala Counties. (38) Includes Duval, Jim Wells and Kleberg Counties. (39) Includes Eastland and Stephens Counties. (40) Includes Edwards, Kinney, Real, Uvalde and Val Verde Counties. (41) Includes Erath, Hood and Somervell Counties. (42) Includes Falls and Limestone Counties. (43) Includes Fisher, Nolan and Scurry Counties. (44) Includes Freestone and Leon Counties. (45) Includes Glasscock and Midland Counties. (46) Includes Grimes, Liberty and Montgomery Counties. (47) Includes Harrison, Marion and Panola Counties. (48) Includes Haskell, Kent and Stonewall Counties. (49) Includes Henderson and Van Zandt Counties. 50) Includes Houston, Madison and Walker Counties. (51) Includes Jack and Palo Counties. (52) Includes Jasper and Newton Counties. (53) Includes Jim Hogg and Zapata Counties. (54) Includes Johnson, Parker and Wise Counties. (55) Includes Kimble, Menard, Schleicher and Sutton Counties. (56) Includes Live Oak and McMullen Counties. (57) Includes Nacogdoches, Sabine, San Augustine and Shelby Counties. (58) Includes Polk, San Jacinto, Trinity and Tyler Counties. (59) Includes Rains and Wood Counties. (60) Includes Throckmorton and Young Counties.

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

NOW

5000 WATTS

"The Voice of the Valley"

K R G V

AFFILIATED WITH
NBC-LSC

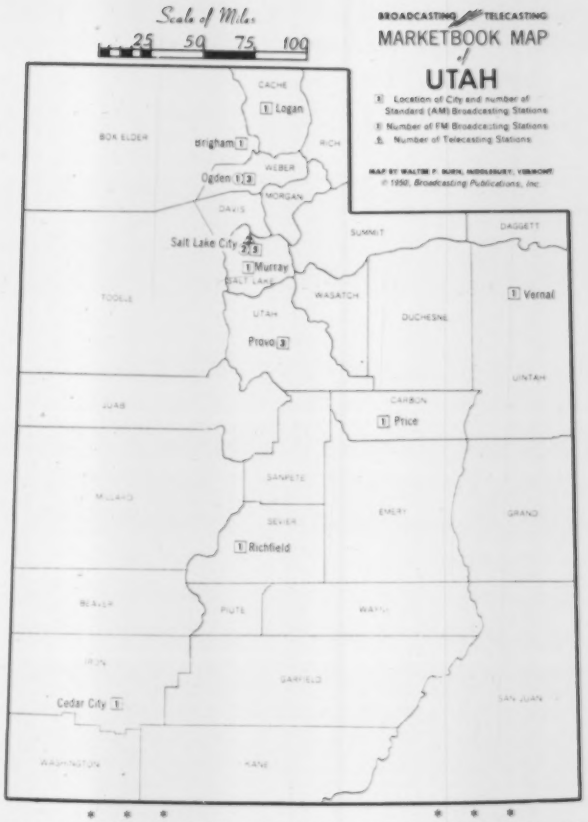
NATIONAL REPRESENTATIVES
The O. L. TAYLOR COMPANY

STUDIOS AT
Weslaco, Texas

MARKET INDICATORS FOR UTAH

CLASSIFICATIONS		FIGURES	YR.	FIGURES	YR.
Population		686,842	'50	550,310	'40
% of U.S.		0.46%	'50	0.42%	'40
Families		191,855	'50	139,440	'40
Percent Radio		98.5%	'49	95.9%	'46
Radio Families		188,977	'50	159,800	'46
Retail Sales	$	575,575,000	'49	577,133,000	'48
Retail Trade Employes		31,961	'48	20,397	'39
Wholesale Sales Volume	$	741,904,000	'48	194,200,000	'39
Wholesale Trade Employes		11,874	'48	6,915	'39
Employment (Mid-March)		115,806	'48	113,334	'47
Taxable Payrolls (1st quarter)	$	71,810,000	'48	63,744,000	'47
Income	$	825,000,000	'48	265,000,000	'40
Percent distribution		0.40%	'48	0.35%	'40
Per Capita Income		$1,231	'48	480	'40
Percent of national per capita income		87%	'48	83%	'40
New Construction (Private)	$	72,000,000	'49	18,200,000	'39
Residential	$	38,000,000	'49	9,900,000	'39
Non-Residential	$	13,200,000	'49	2,400,000	'39
Value added by Manufacture	$	128,298,000	'47	43,341,000	'39
Automobile Registration		223,763	'49	208,908	'48
Telephones		174,000	'49	116,200	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.



UTAH

SPOT RATE FINDER

BRIGHAM CITY, Box Elder, 5,588 fam., 98.8% radio, 5,520 radio fam.

KBUH, 250w-D, 800kc, Continental

	SB	1M	5M	15M	30M	1 Hr
D	3.70	7.50	15.00	22.00	36.00	

CEDAR CITY, Iron, 2,709 fam., 98.1% radio, 2,657 radio fam.

KSUB, 1kw, 590kc, CBS

D	6.00	6.00	7.50	15.00	25.00	50.00
N	6.00	6.00	7.50	15.00	25.00	50.00

LOGAN, Cache, 9,356 fam., 99.0% radio, 9,262 radio fam.

KVNU, 1kw, 610kc, MBS, Avery-Knodel

D	4.50	5.00	8.00	13.50	21.50	32.50
N	5.00	6.00	9.50	14.50	23.00	40.00

MURRAY, Salt Lake, 76,594 fam., 98.8% radio, 75,674 radio fam.

KMUR, 250w, 1230kc

D	3.00	3.00	6.75	12.25	21.50	34.00
N	3.50	3.50	9.00	16.00	24.00	40.00

OGDEN, Weber, 23,165 fam., 98.7% radio fam., 22,863 radio fam.

2 AM non-affiliates, average 1-time rates

D	2.00	2.67	8.65	8.45	15.50	26.50

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

* * *

KLO, 5kw, 1430kc, MBS, Avery-Knodel

	SB	1M	5M	15M	30M	1 Hr
D		8.45	13.00	26.00	39.00	65.00
N		13.00	20.00	40.00	60.00	100.00

KOPP, 1kw-D, 730kc

D	1.00	1.50	3.00	5.00	10.00	18.00

KOPP-FM, Chan. 280, 103.9mc, 1kw (Bonus daytime)
(For night rates consult station manager)

KVOG, 250w, 1490kc

D	3.00	3.85	6.30	11.90	21.00	35.00
N	3.50	4.40	7.20	13.60	24.00	40.00

PRICE, Carbon, 7,242 fam., 96.9% radio, 7,017 radio fam.

KOAL, 250w, 1230kc, MBS, Avery-Knodel

D	3.00	3.75	6.00	12.00	18.00	30.00
N	3.00	3.75	6.00	12.00	18.00	30.00

PROVO, Utah, 22,616 fam., 98.8% radio, 22,344 radio fam.

2 AM non-affiliates, average 1-time rates

D	1.87	2.37	3.55	7.10	11.90	21.50
N	2.37	3.02	4.85	9.75	15.70	28.00

KCSU, 250w, 1400kc, Biddick

D	2.00	2.50	4.60	9.20	13.80	23.00
N	3.00	3.80	7.20	14.50	21.50	36.00

KNEU, 250w, 1450kc

D	1.75	2.25	2.50	5.00	10.00	20.00
N	1.75	2.25	2.50	5.00	10.00	20.00

KOVO, 1kw, 960kc, MBS, Avery-Knodel

D	3.31	3.31	5.52	11.04	17.66	27.60
N	5.00	5.00	7.60	14.80	23.20	40.00

* * *

RICHFIELD, Sevier, 3,371 fam., 98.3% radio, 3,313 radio fam.

KSVC, 1kw-D, 960kc, Avery-Knodel

	SB	1M	5M	15M	30M	1 Hr
D	3.90	3.90	6.00	12.00	18.00	30.00

SALT LAKE CITY, Salt Lake, 76,594 fam., 98.8% radio, 75,674 radio fam.

4 AM affiliates, average 1-time rates

D	17.33	16.25	26.37	46.00	72.50	108.75
N	33.66	31.00	46.75	82.50	126.75	198.75

KALL, 1kw, 910kc, MBS, Avery-Knodel

D	8.50	8.50	17.50	30.00	50.00	80.00
N	15.00	15.00	25.00	45.00	72.00	125.00

KDYL, 5kw, 1320kc, NBC, Blair BMB, Hooper

D	18.50	18.50	25.00	50.00	75.00	110.00
N	36.00	36.00	50.00	100.00	150.00	220.00

KDYL-FM, Chan. 254, 98.7mc, 9kw (Bonus)

KDYL-TV, Chan. 4, 2kw-aur.; 4kw-vis., NBC, Blair-TV

D	17.00	17.00	25.00	40.00	60.00	100.00
N	30.00	30.00	50.00	80.00	120.00	200.00

* * *

KNAK, 1kw-D, 500w-N, 1280kc, IMS

	SB	1M	5M	15M	30M	1 Hr
D	4.00	5.00	12.50	20.00	30.00	50.00
N	5.00	6.00	15.00	24.00	36.00	60.00

KSL, 50kw, 1160kc, CBS, Radio Sales

D	25.00	25.00	40.00	65.00	100.00	150.00
N	50.00	50.00	80.00	130.00	200.00	300.00

KSL-FM, Chan. 262, 100.3mc, 5.9kw

D				11.25	18.00	30.00
N				15.00	24.00	40.00

KSL-TV, Chan. 5, 9.6kw-aur.; 18.4kw-vis., ABC, CBS, DuMont, Radio Sales

D	15.00	18.00	22.50	36.00	54.00	90.00
N	25.00	30.00	37.50	60.00	90.00	150.00

KUTA, 5kw, 570kc, ABC, Hollingbery, Hooper

D		13.00	23.00	39.00	65.00	95.00
N		23.00	32.00	55.00	85.00	150.00

VERNAL, Uintah, 2,865 fam., 96.4% radio, 2,761 radio fam.

KJAM, 250w, 1340kc, Grant

D	3.50	4.50	7.50	12.00	18.00	30.00
N	3.50	4.50	7.50	12.00	18.00	30.00

* * *

UTAH RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Beaver	4,851	5,014	1,355	1,308	96.6	3,149	3,221	313	128
Box Elder	20,007	18,832	5,588	5,520	98.8	12,638	16,714	1,495	663
Cache	33,496	29,797	9,356	9,262	99.0	24,777	27,979	3,241	1,553
Carbon	25,928	18,459	7,242	7,017	96.9	20,620	21,241	4,833	3,741
Daggett	362	564	101	88	87.5	170	103	16	4
Davis	30,771	15,784	8,595	8,526	99.2	7,770	15,781	1,473	847
Duchesne	8,105	8,958	2,263	2,177	96.2	3,707	5,518	400	167
Emery	6,295	7,072	1,758	1,721	97.9	1,923	2,058	1,209	1,242
Garfield	4,122	5,253	1,151	1,106	96.1	1,535	1,846	320	179
Grand	1,892	2,070	528	500	94.7	1,318	951	162	98
Iron	9,701	8,331	2,709	2,657	98.1	10,670	11,987	1,029	532
Juab	5,971	7,392	1,667	1,633	98.0	4,668	4,930	702	311
Kane	2,299	2,561	642	629	98.1	1,442	1,453	134	57
Millard	9,365	9,613	2,615	2,567	98.2	6,142	7,250	465	194
Morgan	2,517	2,611	703	684	97.4	1,364	1,854	244	147
Piute	1,904	2,203	531	517	97.4	1,072	601	51	19
Rich	1,664	2,028	459	447	97.5	511	684	46	15
Salt Lake	274,209	211,623	76,594	75,674	98.8	300,217	266,776	65,244	41,316
San Juan	5,293	4,712	1,478	1,356	91.8	1,272	1,345	75	25
Sanpete	13,867	16,063	3,873	3,822	98.7	7,476	8,470	519	198
Sevier	12,070	12,112	3,371	3,313	98.3	9,041	11,250	925	410
Summit	6,703	8,714	1,872	1,780	95.1	4,716	4,069	563	339
Tooele	14,577	9,133	4,071	3,993	98.1	6,360	8,870	1,491	1,025
Uintah	10,257	9,898	2,865	2,761	96.4	4,731	7,073	644	321
Utah	80,967	57,382	22,616	22,344	98.0	51,273	57,839	12,642	7,691
Wasatch	5,563	5,754	1,553	1,528	98.4	3,863	4,616	648	448
Washington	9,810	9,269	2,740	2,613	95.4	5,289	6,468	690	289
Wayne	2,202	2,394	615	599	97.4	387	693	56	22
Weber	82,932	56,714	23,165	22,863	98.7	77,474	75,493	11,514	6,438

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

VERMONT RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Addison	19,382	17,944	5,413	5,066	93.6	12,180	13,540	1,871	829
Bennington	23,873	22,286	6,668	6,447	96.7	19,440	21,680	5,481	2,977
Caledonia	24,003	24,320	6,704	6,395	95.4	23,250	23,166	4,629	2,457
Chittenden	61,673	52,098	17,227	16,813	97.6	56,969	61,239	12,058	6,539
Essex	6,242	6,490	1,743	1,633	93.7	2,453	2,915	1,701	958
Franklin	29,932	29,601	8,360	8,025	96.0	20,938	24,527	3,803	1,891
Grand Isle	3,385	3,802	945	900	95.3	1,560	1,866	155	66
Lamoille	11,375	11,028	3,177	3,005	94.6	6,474	7,514	1,553	702
Orange	17,004	17,048	4,749	4,402	92.7	11,203	11,669	1,708	864
Orleans	21,160	21,718	5,910	5,638	95.4	17,323	17,757	2,777	1,262
Rutland	45,828	45,638	12,601	12,250	95.7	44,466	46,855	9,888	5,382
Washington	42,715	41,546	11,931	11,429	95.8	38,838	38,479	9,559	5,468
Windham	28,658	27,850	8,005	7,652	95.6	29,574	27,953	6,894	3,727
Windsor	40,557	37,862	11,328	10,863	95.9	34,876	35,799	10,533	6,628

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

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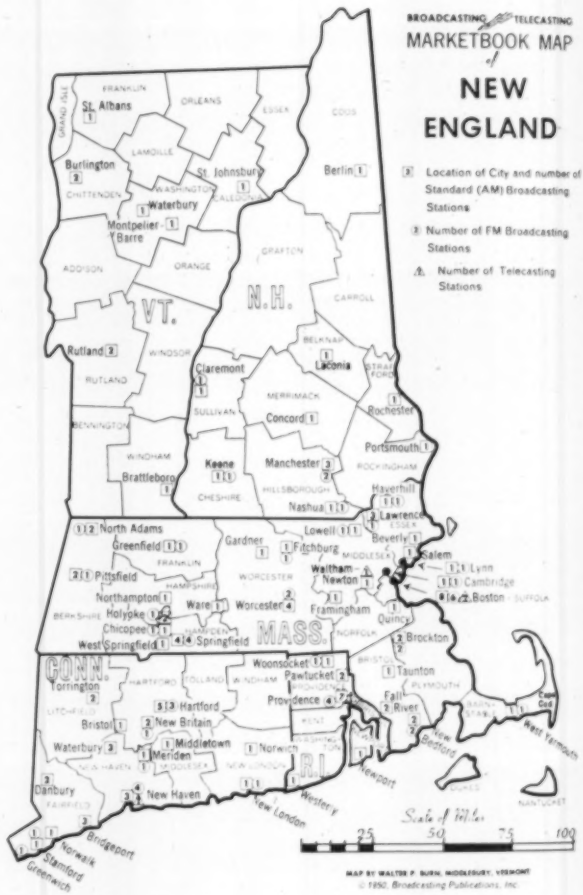
MARKET INDICATORS FOR VERMONT

CLASSIFICATIONS		FIGURES	YR.	FIGURES	YR.
Population		375,786	'50	359,231	'40
% of U. S.		0.25%	'50	0.27%	'40
Families		104,968	'50	91,880	'40
Percent Radio		95.7%	'49	93.6%	'46
Radio Families		100,454	'50	82,900	'46
Retail Sales	$	319,544,000	'49	334,959,000	'48
Retail Trade Employes		15,918	'48	12,174	'39
Wholesale Sales Volume	$	167,809,000	'48	57,100,000	'39
Wholesale Trade Employes		3,128	'48	2,364	'39
Employment (Mid-March)		74,832	'48	75,974	'47
Taxable Payrolls (1st quarter)	$	41,138,000	'48	38,380,000	'47
Income	$	446,000,000	'48	187,000,000	'40
Percent distribution		0.22%	'48	0.25%	'40
Per Capita Income		$1,229	'48	521	'40
Percent of national per capita income		87%	'48	91%	'40
New Construction (Private)	$	15,600,000	'47	6,600,000	'39
Residential	$	4,900,000	'47	2,300,000	'39
Non-Residential	$	6,400,000	'48	1,800,000	'39
Value added by Manufacture	$	149,685,000	'47	48,741,000	'39
Automobile Registration		114,729	'49	111,603	'48
Telephones		96,500	'49	70,100	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.



VERMONT

SPOT RATE FINDER

BRATTLEBORO, Windham, 8,005 fam., 95.6% radio, 1,652 radio fam.
WTSA, 250w, 1450kc, Yankee, MBS

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	10.00	20.00	30.00	50.00
N	5.00	5.00	10.00	20.00	30.00	50.00

BURLINGTON, Chittenden, 17,227 fam., 97.6% radio, 16,813 radio fam.

2 AM affiliates, average 1-time rate

D	7.00	7.00	12.50	25.00	37.50	62.50
N	11.25	11.25	18.50	40.00	60.00	100.00

WCAX, 5kw, 620kc, CBS, Weed

D	9.00	9.00	15.00	30.00	45.00	75.00
N	15.00	15.00	25.00	50.00	75.00	125.00

WJOY, 250w, 1230kc, ABC, Rambeau, Conlan

D	5.00	5.00	10.00	20.00	30.00	50.00
N	7.50	7.50	12.00	30.00	45.00	75.00

MONTPELIER-BARRE, Washington, 11,931 fam., 95.8% radio, 11,429 radio fam.

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

WSKI, 250w, 1240kc, Grant, Kettell-Carter

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	8.00	16.00	24.00	40.00
N	5.70	5.70	12.00	24.00	36.00	60.00

RUTLAND, Rutland, 12,801 fam., 95.7% radio 12,250 radio fam.
WHWB, 1kw-D, 1000kc

D	6.00	6.00	12.00	25.00	36.00	60.00

WSYB, 1kw, 1380kc, MBS, McGillvra, Bannon

D	2.00	3.00	6.00	12.00	18.00	30.00
N	4.00	5.00	12.00	18.00	36.00	60.00

ST. ALBANS, Franklin, 8,360 fam., 96% radio, 8,025 radio fam.
WWSR, 1kw-D, 1420kc, Walker, Bannan

D		6.00	12.00	24.00	36.00	60.00

ST. JOHNSBURY, Caledonia, 6,704 fam., 95.4% radio, 6,395 radio fam.
WTWN, 250w, 1340kc, McGillvra

D	3.00	4.00	8.00	15.00	22.50	35.00
N	5.00	5.50	10.00	20.00	30.00	50.00

WATERBURY, Washington, 11,931 fam., 95.8% radio, 11,429 radio fam.
WDEV, 1kw, 550kc, MBS, Walker, Bannan

D	8.00	8.00	12.00	24.00	36.00	60.00
N	8.00	8.00	12.00	24.00	36.00	60.00

VIRGINIA

SPOT RATE FINDER

ALEXANDRIA (Independent city), 17,207 fam., 95.9% radio, 16,501 radio fam.; Arlington county, 37,776 fam., 97.3% radio, 36,756 radio fam.
WPIX, 1kw-D, 730kc

	SB	1M	5M	15M	30M	1 Hr
D	7.00	10.50	14.00	28.00	42.00	70.00

ARLINGTON, Arlington, 37,776 fam., 97.3% radio, 36,756 radio fam.
WARL, 1kw-D, 780kc, IMS

D	8.00	12.00	20.00	45.00	70.00	100.00

WARL-FM, Chan. 286, 105.1mc, 3kw, IMS, Bonus

WEAM, 5kw, 1390kc, MBS, Cooke

	SB	1M	5M	15M	30M	1 Hr
D	9.00	12.00	20.00	40.00	60.00	100.00
N	19.00	30.00	48.00	96.00	144.00	240.00

BEDFORD, Bedford, 8,185 fam., 84% radio, 6,875 radio fam.
WBLT, 250w, 1490kc, MBS
(No rates available)

BLACKSTONE, Nottaway, 4,342 fam., 85% radio, 3,690 radio fam.
WKLV, 250w, 1490kc, MBS

D	2.00	3.00	6.00	15.00	25.00	40.00
N	2.00	3.00	6.00	15.00	25.00	40.00

BRISTOL (Independent city), 4,440 fam., 91.8% radio, 4,075 radio fam.; Washington county, 10,455 fam., 87.8% radio, 9,179 radio fam. Also see Bristol, Tenn.
WCYB, 10kw-D, 690kc, Bolling, BMB

	SB	1M	5M	15M	30M	1 Hr
D	5.29	6.79	10.15	20.35	28.80	50.90

WFHG, 1kw-D, 860kc, MBS, O'Connor

D	1.85	3.05	7.60	12.00	18.00	36.00

CHARLOTTESVILLE (Independent city), 7,237 fam., 89.6% radio, 6,484 radio fam.; Albemarle county, 7,416 fam., 87.3% radio, 6,474 radio fam.
WCHV, 250w, 1240kc, ABC, McGillvra, Conlan, BMB

D	4.00	5.00	8.00	16.00	24.00	40.00
N	5.00	7.00	10.00	20.00	30.00	50.00

WINA, 1kw-D, 1280kc

D	3.60	4.80	6.00	16.00	24.00	40.00

COVINGTON, Alleghany, 6,553 fam., 92.2% radio, 6,041 radio fam.
WKEY, 250w, 1340kc, ABC

D	4.00	5.00	7.00	15.00	20.00	30.00
N	5.50	6.00	8.00	18.00	24.00	45.00

CREWE, Nottaway, 4,342 fam., 85% radio, 3,690 radio fam.
WSVS, 1kw-D, 650kc, Conlan

D	4.50	6.00	12.75	24.00	37.50	60.00

WSVS-FM, Chan. 284, 104.7mc, 14kw, Bonus daytime only

N	4.50	6.00	12.75	24.00	37.50	69.00

CULPEPER, Culpeper, 3,690 fam., 86.7% radio, 3,199 radio fam.
WCVA, 250w, 1490kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	3.50	3.50	7.00	15.00	22.50	35.00
N	3.50	3.50	7.00	15.00	22.50	35.00

DANVILLE (Independent city), 9,647 fam., 86.0% radio, 8,296 radio fam.; Pittsylvania county, 18,375 fam., 86.0% radio, 15,802 radio fam.

2 AM affiliates, average 1-time rate

D	5.75	6.75	11.00	22.00	33.00	55.00
N	8.75	10.75	16.25	32.00	50.00	87.50

WBTM, 5kw-D, 1kw-N, 1330kc, ABC, Hollingbery

D	6.00	7.00	12.00	24.00	36.00	60.00
N	10.00	12.50	20.00	40.00	60.00	100.00

WBTM-FM, Chan. 250, 97.9mc, 32kw, Bonus

WDVA, 5kw-D, 1kw-N, 1250kc, MBS, Burn-Smith, BMB

D	5.50	6.50	10.00	20.00	30.00	50.00
N	7.50	9.00	12.50	24.00	40.00	75.00

FALLS CHURCH, Fairfax, 27,427 fam., 94.7% radio, 25,973 radio fam.
WFAX, 250w-D, 1220kc

D	3.60	4.80	10.80	16.80	28.80	48.00

FARMVILLE, Prince Edward, 4,294 fam., 82% radio, 3,521 radio fam.

WFLO, 1kw-D, 870kc, Clark

	SB	1M	5M	15M	30M	1 Hr
D		6.00	14.00	24.00	30.00	50.00

FREDRICKSBURG (Independent city), 3,391 fam., 96.5% radio, 3,272 radio fam., Spotsylvania county, 3,324 fam., 92% radio, 3,058 radio fam.

WFVA, 250w, 1230kc, ABC, Conlan

D	4.00	5.00	10.00	17.50	22.50	40.00
N	4.00	5.00	10.00	17.50	22.50	40.00

FRONT ROYAL, Warren, 4,127 fam., 89.7% radio, 3,701 radio fam.

WFTR, 250w, 1450kc, MBS

D	3.00	4.00	10.00	20.00	32.00	54.00
N	3.00	4.00	10.00	20.00	32.00	54.00

GALAX, Grayson, 5,931 fam., 86.2% radio, 5,112 radio fam.

WBOB, 250w, 1400kc, MBS

D	4.00	5.00	7.50	15.00	22.00	36.00
N	4.00	5.00	7.50	15.00	22.00	36.00

HAMPTON (Independent city), 1,663 fam., 90.9% radio, 1,511 radio fam. Elizabeth City county, 15,186 fam., 93.8% radio, 14,244 radio fam.

WVEC, 250w-D, 1050kc

D	3.00	4.00	6.00	11.00	18.00	30.00

HARRISONBURG (Independent city), 3,005 fam., 93.5% radio, 2,810 radio fam.; Rockingham county, 9,768 fam., 89.8% radio, 8,771 radio fam.

WSVA, 1kw, 550kc, NBC, BMB

D	7.50	7.50	10.00	20.00	30.00	50.00
N	15.00	15.00	20.00	40.00	60.00	100.00

WSVA-FM, Chan. 264, 100.7mc, 6kw, Bonus

HOPEWELL (Independent city), 2,844 fam.; Prince George county, 5,485 fam., 90.6% radio, 4,969 radio fam.

WHAP, 250w, 1340kc

D	4.00	5.00	10.00	25.00	40.00	60.00
N	4.00	5.00	10.00	25.00	40.00	60.00

LEXINGTON, Rockbridge, 6,507 fam., 89.3% radio, 5,810 radio fam.

WREL, 250w, 1450kc, MBS

D	2.25	3.25	7.25	14.40	24.00	40.00
N	2.40	4.00	8.50	16.20	27.00	45.00

LYNCHBURG (Independent city), 13,306 fam., 89.7% radio, 11,935 radio fam.; Campbell county, 8,116 fam., 88.2% radio, 7,158 radio fam.

2 AM affiliates, average 1-time rate

D	7.50	7.50	11.00	24.00	36.00	60.00
N		10.00	20.00	40.00	60.00	100.00

WLVA, 1kw, 590kc, ABC, Hollingbery, BMB

D	7.50	7.50	12.00	24.00	36.00	60.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WLVA-FM, Chan. 248, 97.5mc, 3.7kw, Hollingbery, Bonus

WWOD, 1kw, 1390kc, MBS, Walker

D	7.50	7.50	10.00	24.00	36.00	60.00
N		10.00	20.00	40.00	60.00	100.00

WWOD-FM, Chan. 261, 100.1mc, 250w, Walker, Bonus

MARION, Smyth, 8,407 fam., 86.9% radio, 7,305 radio fam.

WMEV, 1kw-D, 1010kc

D	5.00	6.00	12.00	24.00	40.00	60.00

MARTINSVILLE (Independent city), 4,568 fam., 86.4% radio, 3,946 radio fam. Henry county, 8,711 fam., 87.6% radio, 7,630 radio fam.

WMVA, 250w, 1450kc, NBC

D	3.00	4.00	8.00	16.00	24.00	40.00
N	3.50	5.00	10.00	20.00	30.00	50.00

WMVA-FM, Chan. 242, 96.3mc, 2.70kw, NBC, Bonus

NEWPORT NEWS (Induendent city), 11,612 fam., 89.1% radio, 10,346 radio fam.; Warwick county, 10,943 fam., 90.1% radio, 9,859 radio fam.

WGH, 5kw, 1310kc, ABC, Free & Peters

D	8.00	12.00	16.00	32.00	48.00	80.00
N	16.00	24.00	32.00	64.00	96.00	160.00

WGH-FM, Chan. 243, 96.5mc, 38kw, Free & Peters, Bonus

WHYU, 1kw-D, 1270kc

D	2.50	4.00	6.00	14.50	27.00	48.00

NORFOLK (Independent city), 50,943 fam., 91.3% radio, 46,510 radio fam.; Norfolk county, 27,776 fam., 90.8% radio, 25,220 radio fam. Norfolk county also includes independent city of Portsmouth—19,214 fam., 89.7% radio, 17,862 radio fam.—and South Norfolk—2,903 fam.

3 AM non-affiliates, average 1-time rate

D	5.01	6.83	12.70	23.83	36.40	60.66
N	8.40	12.60	19.90	39.80	61.00	101.66

WCAV, 1kw-D, 850kc, Burn-Smith

D	7.50	10.00	14.00	28.00	42.00	70.00
N	12.00	18.00	28.00	56.00	84.00	140.00

WLOW, 1kw, 1410kc, Forjoe

D	3.00	4.00	15.00	24.00	36.00	60.00
N	8.00	12.00	20.00	40.00	60.00	100.00

MARKET INDICATORS FOR VIRGINIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	3,247,781	'50	2,677,773	'40
% of U. S.	2.17%	'50	2.01%	'40
Families	907,201	'50	632,100	'40
Percent Radio	89.5%	'49	81.4%	'46
Radio Families	811,944	'50	589,000	'46
Retail Sales	$2,026,658,000	'49	2,221,246,000	'48
Retail Trade Employes	123,593	'48	79,147	'39
Wholesale Sales Volume	$1,987,432,000	'48	627,600,000	'39
Wholesale Trade Employes	39,013	'48	33,131	'39
Employment (Mid-March)	581,230	'48	554,251	'47
Taxable Payrolls (1st quarter)	$ 306,118,000	'48	271,484,000	'47
Income	$3,326,000,000	'48	1,127,000,000	'40
Percent distribution	1.61%	'48	1.49%	'40
Per Capita Income	$1,159	'48	450	'40
Percent of national per capita income	82%	'48	78%	'40
New Construction (Private)	$ 292,600,000	'49	86,900,000	'39
Residential	$ 163,800,000	'49	53,900,000	'39
Non-Residential	$ 54,400,000	'49	16,000,000	'39
Value added by Manufacture	$ 874,036,000	'47	376,259,000	'39
Automobile Registration	858,522	'49	769,010	'48
Telephones	601,000	'49	412,900	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

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WNOR, 250w, 1230kc, Conlan, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	4.55	6.50	9.10	19.50	31.20	52.00
N	5.20	7.80	11.70	23.40	39.00	65.00

WRVC(FM), Chan. 273, 102.5mc, 7kw, Radio Sales (FM Affiliate of WRVA Richmond, Va.)

WTAR, 5kw, 790kc, NBC, Petry, BMB

D	11.25	15.00	20.00	40.00	60.00	100.00
N	22.50	30.00	40.00	80.00	120.00	200.00

WTAR-FM, Chan. 247, 97.3mc, 50kw, Petry, Bonus

WTAR-TV, Chan. 4, 12.25kw-aur.; 24.5w-vis., NBC, Petry

D		15.00	25.00	40.00	60.00	100.00
N		30.00	50.00	80.00	120.00	200.00

NORTON, Wise, 15,709 fam., 87.4% radio, 13,729 radio fam.

WNVA, 250w, 1450kc, MBS, BMB

D	3.50	5.00	10.00	20.00	35.00	60.00
N	3.50	5.00	10.00	20.00	35.00	60.00

ORANGE, Orange, 3,556 fam., 87% radio, 3,093 radio fam.

WJMA, 250w, 1340kc, MBS

D	3.00	3.00	6.00	12.00	18.00	30.00
N	3.00	3.00	6.00	12.00	18.00	30.00

PETERSBURG (Independent city), 9,762 fam., 85.0% radio, 8,297 radio fam.; Dinwiddie county, 5,257 fam., 84.0% radio, 4,415 radio fam.

WSSV, 250w, 1240kc, MBS, Burn-Smith

D	4.20	7.00	12.00	20.00	45.00	75.00
N	4.20	7.00	12.00	20.00	45.00	75.00

PORTSMOUTH (Independent city), 19,914 fam., 89.7% radio, 17,862 radio fam.; Norfolk county, 27,776 fam., 90.8% radio, 25,220 radio fam. Norfolk county also includes independent city of Norfolk—50,943 fam., 91.3% radio, 46,510 radio fam.—and South Norfolk—2,903 fam.

WSAP, 250w, 1490kc, MBS, Ra-Tel

D	4.50	7.50	12.00	24.00	36.00	60.00
N	7.00	11.00	24.00	48.00	72.00	120.00

WSAP-FM, Chan. 259, 99.7mc, 100kw, Bonus

PULASKI, Pulaski, 7,717 fam., 89.1% radio, 6,875 radio fam.

WPUV, 250w, 1230kc, MBS, Sears & Ayer

D	3.00	4.00	8.00	16.00	24.00	40.00
N	3.50	5.00	10.00	20.00	30.00	50.00

RADFORD (Independent city), 1,111 fam.; Montgomery county, 8,354 fam., 90.6% radio, 7,568 radio fam.

WRAD, 250w, 1340kc, LBS

D	3.50	5.00	10.00	20.00	30.00	50.00
N	4.00	6.00	12.00	24.00	36.00	60.00

RICHMOND (Independent city), 64,219 fam., 93.2% radio, 59,852 radio fam.; Henrico county, 15,968 fam., 93.7% radio, 14,962 radio fam.

4 AM affiliates, average 1-time rate

D	13.75	17.50	24.50	49.00	72.25	116.50
N	26.25	32.75	45.00	90.00	132.50	212.50

WLEE, 250w, 1450kc, MBS, Forjoe

D	6.50	10.00	14.00	28.00	42.00	70.00
N	10.00	16.00	28.00	56.00	84.00	140.00

WLEE-FM, Chan. 275, 102.9mc, 21kw, Bonus

WMBG, 5kw, 1380kc, NBC, Blair, Conlan

D	18.00	18.00	25.00	50.00	70.00	100.00
N	36.00	36.00	50.00	100.00	140.00	200.00

WCOD(FM), Chan. 251, 98.1mc, 47kw, Blair, Bonus

WTVR(TV), Chan. 6, 6.4kw-aur.; 12.6kw-vis., NBC, Blair—TV

D	30.00	40.00	78.75	101.25	135.00	225.00
N	50.00	60.00	105.00	135.00	180.00	300.00

WRNL, 5kw, 910kc, ABC, Petry, Hooper, BMB

D	8.00	14.00	19.00	38.00	57.00	96.00
N	14.00	24.00	32.00	64.00	96.00	160.00

WRNL-FM, Chan. 271, 102.1mc, 50kw, Bonus

WRVA, 50kw, 1140kc, CBS, Radio Sales, Pulse

D	22.50	28.00	40.00	80.00	120.00	200.00
N	45.00	55.00	70.00	140.00	210.00	350.00

WRVB(FM), Chan. 233, 94.5mc, 25.5kw, Radio Sales, Bonus

WXGI, 1kw-D, 950kc, IMS

	SB	1M	5M	15M	30M	1 Hr
D	5.00	8.00		23.00	34.50	57.50

ROANOKE (Independent city), 25,438 fam., 93.8% radio, 23,860 radio fam.; Roanoke county, 11,645 fam., 93.8% radio, 10,932 radio fam.

3 AM affiliates, average 1-time rate

D	6.50	7.75	13.16	26.33	39.66	66.33
N	9.16	11.33	21.66	43.33	65.00	108.33

WDBJ, 5kw, 960kc, CBS, Free & Peters

D	7.50	9.50	15.00	30.00	45.00	75.00
N	11.00	14.00	25.00	50.00	75.00	125.00

WDBJ-FM, Chan. 235, 94.9mc, 41kw, Free & Peters; Bonus

WROV, 250w, 1240kc, MBS, Burn-Smith

D	4.25	5.25	10.50	21.00	32.00	54.00
N	6.50	8.00	16.00	32.00	48.00	80.00

WROV-FM, Chan. 279, 103.7mc, 1kw, Bonus

WSLS, 1kw, 610kc, ABC, Weed

D	7.75	8.50	14.00	28.00	42.00	70.00
N	10.00	12.00	24.00	48.00	72.00	120.00

WSLS-FM, Chan. 256, 99.1mc, 4.7kw, Bonus

SOUTH BOSTON, Halifax, 11,580 fam., 80.2% radio, 9,287 radio fam.

WHLF, 250w, 1400kc, ABC

D		3.50	7.25	14.50	20.50	35.00
N		3.50	7.25	14.50	20.50	35.00

STAUNTON (Independent city), 5,554 fam., 93.4% radio, 5,187 radio fam.; Augusta county, 9,436 fam., 91.0% radio, 8,585 radio fam.

WTON, 250w, 1400kc, ABC

D	2.52	3.15	6.30	12.60	18.90	31.50
N	3.60	4.50	9.00	18.00	27.00	45.00

SUFFOLK (Independent city), 3,432 fam., 88.0% radio, 3,020 radio fam.; Nansemond county, 7,046 fam., 85.3% radio, 6,010 radio fam.

WLPM, 250w, 1450kc, ABC, Sears & Ayer

D	4.00	6.00	8.00	12.50	25.00	50.00
N	4.00	6.00	8.00	12.50	25.00	50.00

WLPM-FM, Chan. 299, 107.7mc, 3kw (No rates available)

WARSAW, Richmond, 1,726 fam., 83.7% radio, 1,444 radio fam.

WNNT, 250w-D, 690kc

D	3.50	5.25	10.00	20.00	30.00	50.00

WAYNESBORO, Augusta, 9,436 fam., 91% radio, 8,586 radio fam.

WAYB, 250w, 1490kc, MBS, Cooke

D	2.25	3.25	7.25	14.40	24.00	40.00
N	2.40	4.00	8.50	16.20	27.00	45.00

WINCHESTER (Independent city), 3,845 fam., 94.7% radio, 2,641 radio fam. Frederick county, 4,885 fam., 92.3% radio, 4,508 radio fam.

WINC, 250w, 1400kc, ABC, BMB, Conlan

D	3.50	3.50	10.00	17.00	22.50	30.00
N	3.50	3.50	10.00	17.00	22.50	30.00

WRFL(FM), Chan. 223, 92.5mc, 14kw

D	3.50	3.50	4.00	5.00	10.00	20.00
N	3.50	3.50	4.00	5.00	10.00	20.00

WYTHEVILLE, Wythe, 6,489 fam., 89.5% radio, 5,807 radio fam.

WYVE, 1kw-D, 1280kc

D	5.00	8.00	15.00	24.00	40.00	60.00

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VIRGINIA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr 1948 ($000)
Accomac	33,836	33,030	9,451	8,354	88.4	10,777	18,991	2,544	[illegible]
Albemarle	26,550	24,652	7,416	6,474	87.3	(1) 48,598	(1) 45,927	(1) 9,310	(1) 4,32[illegible]
Alleghany	23,462	22,688	6,553	6,041	92.2	(2) 22,993	(2) 22,658	(2) 5,972	(2) 2,41[illegible]
Amelia	7,909	8,495	2,209	1,742	78.9	1,985	2,450	431	[illegible]
Amherst	19,612	20,273	5,478	4,694	85.7	4,613	4,156	559	[illegible]
Appomattox	8,662	9,020	2,419	2,041	84.4	4,040	3,546	645	[illegible]
Arlington	135,240	57,040	37,776	36,756	97.3	(3) 111,861	(3) 164,175	(3) 24,637	(3) 14,20[illegible]
Augusta	33,782	42,772	9,436	8,586	91.0	(4) 43,626	(4) 30,939	(4) 14,235	(4) 7,72[illegible]
Bath	6,251	7,191	1,746	1,578	90.4	2,418	2,637	1,097	[illegible]
Bedford	29,305	29,687	8,185	6,875	84.0	8,695	10,366	2,578	[illegible]
Bland	6,428	6,731	1,795	1,570	87.5	950	1,436	273	[illegible]
Botetourt	15,734	16,447	4,394	3,915	89.1	4,361	4,287	688	[illegible]
Brunswick	20,110	19,575	5,617	4,583	81.6	6,554	8,666	1,674	[illegible]
Buchanan	35,403	31,477	9,889	8,405	85.0	8,471	12,102	4,195	[illegible]
Buckingham	12,274	13,398	3,428	2,738	79.9	2,572	3,411	698	[illegible]
Campbell	29,056	26,048	8,116	7,158	88.2	(5) 67,280	(5) 71,772	(5) 25,292	(5) 13,10[illegible]
Caroline	12,349	13,945	3,449	2,893	83.9	3,956	4,883	1,248	[illegible]
Carroll	26,856	25,904	7,501	6,278	83.7	5,046	6,150	3,033	[illegible]
Charles City	4,667	4,275	1,303	1,056	81.1	545	583	(23) 539	(23) 12[illegible]
Charlotte	13,934	15,861	3,892	3,094	79.5	3,200	3,721	699	[illegible]
Chesterfield	39,791	31,183	11,114	10,313	92.8	7,717	9,190	931	[illegible]
Clarke	7,050	7,159	1,966	1,775	90.3	4,108	3,646	609	[illegible]
Craig	3,455	3,769	965	865	89.7	1,077	1,074	137	[illegible]
Culpeper	13,212	13,365	3,690	3,199	86.7	8,219	10,838	1,555	[illegible]
Cumberland	7,253	7,505	2,025	1,609	79.5	1,733	1,221	202	[illegible]
Dickenson	23,117	21,622	6,457	5,565	86.2	5,326	6,746	3,675	[illegible]

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

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NORFOLK'S MOST POWERFUL INDEPENDENT

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Dinwiddie	18,823	18,166	5,257	4,415	84.0	(6) 47,552	(6) 43,203	(6) 11,880	(6) 5,204
Elizabeth City	54,369	32,283	15,186	14,244	93.8	(7) 27,726	(7) 31,138	(7) 4,673	(7) 2,004
Essex	6,510	7,006	1,818	1,498	82.4	3,258	4,161	912	276
Fairfax	98,189	40,929	27,427	25,973	94.7	11,965	27,014	2,852	1,350
Fauquier	21,178	21,039	5,915	4,672	79.0	11,363	14,747	1,867	777
Floyd	11,266	11,967	3,146	2,620	83.3	2,810	3,597	544	134
Fluvanna	7,130	7,088	1,991	1,541	77.4	1,789	2,131	516	105
Franklin	24,254	25,864	6,774	5,676	83.8	6,095	8,659	1,814	842
Frederick	17,489	14,008	4,885	4,508	92.3	(8) 24,125	(8) 31,675	(8) 6,374	(8) 3,029
Giles	18,903	14,635	5,280	4,757	90.1	5,799	10,936	5,338	3,486
Gloucester	10,305	9,548	2,878	2,466	85.7	4,292	5,535	778	288
Goochland	8,772	8,454	2,450	1,994	81.4	1,370	1,742	431	136
Grayson	21,234	21,916	5,931	5,112	86.2	8,386	12,588	3,007	1,321
Greene	4,742	5,218	1,324	1,024	77.4	685	907	69	12
Greensville	16,298	14,866	4,552	3,746	82.3	6,892	9,601	1,827	675
Halifax	41,457	41,271	11,580	9,287	80.2	14,718	17,645	4,265	1,851
Hanover	21,941	18,500	6,128	5,190	84.7	6,989	7,730	1,517	499
Henrico	57,166	41,960	15,968	14,962	93.7	(9) 381,018	(9) 328,282	(9) 105,270	(9) 60,064
Henry	31,188	26,481	8,711	7,630	87.6	(10) 26,454	(10) 30,613	(10) 14,583	(10) 7,470
Highland	4,064	4,875	1,135	1,010	89.0	796	834	208	39
Isle of Wight	14,881	13,381	4,156	3,428	82.5	5,703	7,321	1,203	483
James City	6,306	4,907	1,761	1,579	89.7	(11) 7,841	(11) 9,737	(24) 2,056	(24) 807
King & Queen	6,293	6,954	1,757	1,407	80.1	979	1,381	436	89
King George	6,694	5,431	1,869	1,549	82.9	1,271	1,663	113	30
King William	7,568	7,855	2,113	1,793	84.9	4,445	5,748	1,587	859
Lancaster	8,608	8,786	2,404	2,060	85.7	4,221	5,661	1,355	442
Lee	35,994	39,296	10,054	9,354	85.0	9,295	10,537	3,240	1,916
Loudoun	21,063	20,291	5,883	5,300	90.1	10,470	13,580	1,261	512
Louisa	12,812	13,665	3,578	2,955	82.6	4,263	5,092	1,470	361
Lunenburg	14,098	13,844	3,937	3,251	82.6	4,837	6,682	1,272	365
Madison	8,260	8,465	2,307	1,905	82.6	1,815	1,957	254	72
Mathews	7,105	7,149	1,984	1,714	86.4	2,825	5,485	533	210
Mecklenburg	33,477	31,933	9,351	7,770	83.1	12,161	18,655	2,768	982
Middlesex	6,707	6,673	1,873	1,558	83.2	2,628	3,410	466	154
Montgomery	29,908	21,206	8,354	7,568	90.6	(12) 14,830	(12) 25,121	(12) 6,032	(12) 2,807
Nansemond	25,226	22,771	7,046	6,010	85.3	(13) 25,012	(13) 26,305	(13) 7,327	(13) 2,786
Nelson	13,858	16,241	3,870	3,254	84.1	3,900	3,615	1,439	661
New Kent	3,989	4,092	1,114	917	82.4	1,914	1,811	(23)	(23)
Norfolk	99,441	35,828	27,776	25,220	90.8	(14) 326,652	(14) 326,945	(14) 70,829	(14) 37,587
Northampton	17,285	17,597	4,828	4,243	87.9	10,610	10,537	1,959	705
Northumberland	10,004	10,463	2,794	2,408	86.2	3,354	3,919	1,142	358
Nottoway	15,546	15,556	4,342	3,690	85.0	9,058	11,308	1,926	704
Orange	12,733	12,649	3,556	3,093	87.0	8,834	9,475	2,252	1,053
Page	15,111	14,863	4,220	3,717	88.1	5,772	7,188	1,673	623
Patrick	15,681	16,613	4,380	3,539	80.8	2,964	3,792	975	272
Pittsylvania	65,783	61,697	18,375	15,802	86.0	(15) 61,245	(15) 68,661	(15) 23,695	(15) 12,879
Powhatan	5,551	5,671	1,550	1,258	81.2	1,482	1,951	368	78
Prince Edward	15,373	14,922	4,294	3,521	82.0	7,632	10,295	2,329	886
Prince George	19,639	12,226	5,485	4,969	90.6	(16) 8,946	(16) 12,630	(16) 5,106	(16) 3,148
Prince William	22,384	17,738	6,252	5,545	88.7	10,470	12,718	1,108	466
Princess Anne	39,892	19,984	11,143	10,073	90.4	8,807	19,031	1,908	765
Pulaski	27,630	22,767	7,717	6,875	89.1	11,239	14,468	5,043	2,480
Rappahannock	6,096	7,208	1,702	1,378	81.0	1,523	1,280	147	38
Richmond	6,180	6,634	1,726	1,444	83.7	2,656	3,377	952	360
Roanoke	41,690	42,897	11,645	10,923	93.8	(17) 131,085	(17) 130,396	(17) 34,473	(17) 18,276
Rockbridge	23,298	22,384	6,507	5,810	98.3	(18) 14,257	(18) 15,929	(18) 4,778	(18) 2,376
Rockingham	34,970	31,289	9,768	8,771	89.8	(19) 38,390	(19) 37,275	(19) 7,547	(19) 3,465
Russell	26,738	26,627	7,468	6,467	86.6	6,067	9,122	1,967	1,278
Scott	26,608	26,989	7,432	6,213	83.6	5,423	5,958	570	220
Shenandoah	21,109	20,898	5,896	5,388	91.4	9,840	12,441	1,796	633
Smyth	30,098	28,861	8,407	7,305	86.9	10,343	14,539	4,864	2,672
Southampton	26,474	26,442	7,394	5,996	81.1	10,792	12,847	3,428	1,603
Spotsylvania	11,900	9,905	3,324	3,058	92.0	(20) 24,572	(20) 26,965	(20) 6,349	(20) 3,372
Stafford	11,873	9,548	3,316	2,971	89.6	1,441	2,402	251	58
Surry	6,254	6,193	1,746	1,457	83.5	1,761	1,788	163	51
Sussex	12,803	12,485	3,576	2,889	80.8	4,542	6,444	1,857	713
Tazewell	47,405	41,607	13,241	12,062	91.1	25,400	27,584	8,415	5,214
Warren	14,776	11,352	4,127	3,701	89.7	8,862	11,568	4,879	2,766
Warwick	39,177	9,248	10,943	9,859	90.1	(21) 77,863	(21) 83,200	(21) 25,798	(21) 17,140
Washington	37,432	38,197	10,455	9,179	87.8	(22) 26,949	(22) 34,843	(22) 8,807	(22) 4,258
Westmoreland	10,140	9,512	2,832	2,344	82.8	3,467	5,530	875	230
Wise	56,240	52,458	15,709	13,729	87.4	27,532	33,363	10,031	5,501
Wythe	23,233	22,721	6,489	5,807	89.5	11,196	15,097	2,990	1,365
York	11,589	8,857	3,237	2,877	88.9	2,419	2,858	(25) 445	(25) 177
Va. Independent Cities									
Alexandria	61,604	33,523	17,207	16,501	95.9	53,918	70,921	(3)	(3)
Bristol	15,897	9,768	4,440	4,075	91.8	17,221	20,846	(22)	(22)
Buena Vista	5,219	4,335	1,457			(A)	4,492	(18)	(18)
Charlottesville	25,909	19,400	7,237	6,484	89.6	41,356	39,386	(1)	(1)
Clifton Forge	5,769	6,461	1,611				6,969	(2)	(2)
Danville	34,537	32,749	9,647	8,296	86.0	47,159	51,991	(15)	(15)
Fredericksburg	12,143	10,066	3,391	3,272	96.5	22,337	24,767	(20)	(20)
Hampton	5,957	5,898	1,663	1,511	90.9	16,692	14,663	(7)	(7)
Harrisonburg	10,764	8,768	3,006	2,810	93.5	24,838	23,482	(19)	(19)
Hopewell	10,184	8,679	2,844			(B)	10,628	(16)	(16)
Lynchburg	47,639	44,541	13,306	11,935	89.7	59,676	60,032	(5)	(5)
Martinsville	16,356	10,080	4,568	3,946	86.4	19,682	21,282	(10)	(10)
Newport News	41,571	37,067	11,612	10,346	89.1	74,437	71,717	(21)	(21)
Norfolk City	182,377	144,332	50,943	46,510	91.3	220,491	232,277	(14)	(14)
Petersburg	34,948	30,631	9,762	8,297	95.0	44,937	40,566	(6)	(6)
Portsmouth	71,294	50,745	19,914	17,862	89.7	65,330	65,720	(14)	(14)

(Continued on page 222)

VIRGINIA RADIO MARKET DATA BY COUNTIES

(Continued from page 221)

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr 1948 ($000)
Radford	3,979	6,990	1,111			(C)	9,540	(12)	(12)
Richmond City	229,906	193,042	64,219	59,852	93.2	368,825	317,579	(9)	(9)
Roanoke City	91,070	69,287	25,438	23,860	93.8	124,707	117,384	(17)	(17)
South Norfolk	10,393	8,038	2,903			(D)	8,428	(14)	(14)
Staunton	19,884	13,337	5,554	5,187	93.4	27,178	23,271	(4)	(4)
Suffolk	12,287	11,343	3,432	3,020	88.0	18,984	21,874	(13)	(13)
Williamsburg	6,726	3,942	1,878			(E)	8,024	(24) (25)	(24) (25)
Winchester	13,766	12,095	3,845	3,641	94.7	21,688	27,987	(8)	(8)

(1) Albemarle County combined with independent city of Charlottesville. (2) Alleghany County combined with independent city of Clifton Forge. (3) Arlington County combined with independent city of Alexandria. (4) Augusta County combined with independent city of Staunton. (5) Campbell County combined with independent city of Lynchburg. (6) Dinwiddie County combined with independent city of Petersburg. (7) Elizabeth City County combined with independent city of Hampton. (8) Frederick County combined with independent city of Winchester. (9) Henrico County combined with independent city of Richmond. (10) Henry County combined with independent city of Martinsville. (11) James City County combined with independent city of Williamsburg. (12) Montgomery County combined with independent city of Radford. (13) Nansemond County combined with independent city of Suffolk. (14) Norfolk County combined with independent cities of Norfolk, South Norfolk, Portsmouth. (15) Pittsylvania County combined with independent city of Danville. (16) Prince George County combined with independent city of Hopewell. (17) Roanoke County combined with independent city of Roanoke. (18) Rockbridge County combined with independent city of Buena Vista. (19) Rockingham County combined with independent city of Harrisonburg. (20) Spotsylvania County combined with independent city of Fredericksburg. (21) Warwick County combined with independent city of Newport News. (22) Washington County combined with independent city of Bristol. (23) Includes Charles City County and New Kent County. (24) Includes James City County and part of Williamsburg City. (25) Includes York County and part of Williamsburg City.

(A) Included with Rockbridge County. (B) Included with Prince George County. (C) Included with Montgomery County. (D) Included with Norfolk County. (E) included with James City County.

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

WASHINGTON

SPOT RATE FINDER

ABERDEEN, Grays Harbor, 14,874 fam., 96.9% radio, 14,412 radio fam.
KBKW, 250w, 1450kc, LBS

	SB	1M	5M	15M	30M	1 Hr
D	3.15	4.20	11.20	14.00	19.60	28.00
N	4.20	5.60	14.00	16.80	27.00	42.00

KXRO, 1kw, 1320kc, MBS, Grant, Keating, BMB

D	5.25	5.25	10.50	14.00	21.00	35.00
N	7.50	7.50	15.00	20.00	30.00	50.00

BELLINGHAM, Whatcom, 18,524 fam., 93.3% radio, 18,209 radio fam.

2 AM affiliates, average 1-time rate

D	8.00	8.00	12.25	18.00	27.00	43.00
N	10.00	10.00	15.50	24.50	38.00	60.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

KPUG, 1kw, 1170kc, MBS, Cooke

	SB	1M	5M	15M	30M	1 Hr
D	8.00	8.00	12.00	16.00	24.00	36.00
N	10.00	10.00	16.00	24.00	36.00	60.00

KVOS, 1kw, 790kc, ABC, McGillvra, Keating, Conlan

D	8.00	8.00	12.50	20.00	30.00	50.00
N	10.00	10.00	15.00	25.00	40.00	60.00

BREMERTON, Kitsap, 20,502 fam., 98.7% radio, 20,235 radio fam.
KBRO, 250w, 1490kc, Keating

D	4.15	5.50	6.00	9.95	16.60	27.60
N	4.95	6.65	7.25	11.95	19.90	33.10

KGIB, 1kw-D, 1540kc
(No rates available)

CENTRALIA-CHEHALIS, Lewis, 12,168 fam., 97.7% radio, 11,881 radio fam.
KELA, 1kw, 1470kc, MBS, Grant, Keating, Crossley

D	5.50	5.50	8.40	14.00	21.00	35.00
N	7.00	7.00	10.00	20.00	30.00	50.00

COLFAX, Whitman, 9,022 fam., 98.6% radio, 8,895 radio fam.
KCLX, 250w, 1450kc

	SB	1M	5M	15M	30M	1 Hr
D	4.00	5.00	9.00	18.00	26.00	36.00
N	4.00	5.00	9.00	18.00	26.00	36.00

ELLENSBURG, Kittitas, 6,187 fam., 97.5% radio, 6,032 radio fam.
KXLE, 250w, 1240kc, Tracy-Moore

D	5.00	7.00	8.00	10.00	20.00	40.00
N	5.00	7.00	8.00	10.00	20.00	40.00

EPHRATA, Grant, 6,775 fam., 97% radio, 6,571 radio fam.
KULE, 250w-D, 730kc
(No rates available)

EVERETT, Snohomish, 31,051 fam., 98% radio, 30,429 radio fam.
KRKO, 1kw, 1380kc, MBS, McGillvra, BMB

D	5.50	5.50	8.40	14.00	21.00	35.00
N	7.00	7.00	10.00	20.00	30.00	50.00

KELSO, Cowlitz, 14,841 fam., 98% radio, 14,544 radio fam.
KELS, 250w, 1490kc

D	5.00	5.00	10.00	13.50	20.50	34.00
N	5.00	5.00	10.00	13.50	20.50	34.00

KENNEWICK, Benton, 14,286 fam., 97.7% radio, 13,957 radio fam.
KWIE, 250w, 1230kc
(CP 1kw, 610kc)

D	2.40	3.25	10.00	16.00	25.50	46.00
N	2.40	3.25	10.00	16.00	25.50	46.00

KIRKLAND, King, 202,808 fam., 97.7% radio, 198,143 radio fam.
KRKL, 250w-D, 1050kc, Grant

D	4.00	6.00	12.00	18.00	24.00	42.00

LONGVIEW, Cowlitz, 14,841 fam., 98% radio, 14,544 radio fam.
KWLK, 250w, 1400kc, MBS, Grant, Conlan, BMB

D	5.25	5.25	10.50	14.00	21.00	35.00
N	7.50	7.50	14.25	19.00	30.00	50.00

KWLK-FM, Chan. 280, 103.9mc, 0.41kw
(Does not sell time)

MOSES LAKE, Grant, 6,775 fam., 97% radio, 6,571 radio fam.
KBEM, 250w, 1450kc, Cooke

D	4.05	4.50	6.75	12.00	18.00	30.00
N	4.05	4.50	6.75	12.00	18.00	30.00

MT. VERNON, Skagit, 12,012 fam., 98.1% radio, 11,783 radio fam.
KBRC, 500w, 1430kc, Keating

D	4.50	4.50	7.00	12.00	18.00	30.00
N	5.50	5.50	8.50	14.00	21.00	35.00

OLYMPIA, Thurston, 12,359 fam., 98.2% radio, 12,136 radio fam.

* * *

KGY, 250w, 1240kc, MBS, Grant, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	5.25	5.25	10.50	14.00	21.00	35.00
N	7.50	7.50	15.00	20.00	30.00	50.00

OMAK, Okanogan, 8,108 fam., 96.6% radio, 7,832 radio fam.
KOMW, 1kw-D, 680kc, Keating

D	6.00	9.60	24.00	42.00	66.00	

PASCO, Franklin, 3,755 fam., 96.1% radio, 3,608 radio fam.
KPKW, 250w, 1340kc, ABC Keating, Griffith

D	3.50	4.50	9.75	16.10	28.50	47.50
N	3.50	4.50	9.75	16.10	28.50	47.50

PORT ANGELES, Clallan, 7,323 fam., 97.1% radio, 7,110 radio fam.
KONP, 250w, 1450kc, Keating, Conlan

D	3.00	4.00	5.00	9.00	15.00	25.00
N	4.00	5.00	6.00	10.00	18.00	30.00

PULLMAN, Whitman, 9,022 fam., 98.6% radio, 8,895 radio fam.
KBKH, 1kw-D, 1150kc

D	2.40	3.60	8.00	16.00	24.00	40.00

RENTON, King, 202,808 fam., 97.7% radio, 198,143 radio fam.
KXRN, 250w-D, 1220kc

D	7.20	12.00	24.00	38.40	72.00	

RICHLAND, Benton, 14,286 fam., 97.7% radio, 13,957 radio fam.
KALE, 1kw-D, 900kc, LBS, Grant

D	5.50	12.50	19.00	27.50	47.50	

KALE-FM, Chan. 280, 103.9mc
(CP)

SEATTLE, King, 202,808 fam., 97.7% radio, 198,143 radio fam.

4 AM affiliates, average 1-time rate

D	20.72	30.25	36.37	60.75	91.12	151.87
N	43.75	62.00	70.75	121.50	177.25	303.75

4 AM non-affiliates, average 1-time rate

D	9.25	13.50	18.85	31.75	49.00	83.75
N	12.33	16.57	22.50	38.13	58.00	96.66

KING, 50kw, 1090kc, Blair, Hooper, Ward

D	15.00	22.50	30.00	60.00	90.00	150.00
N	15.00	22.50	30.00	60.00	90.00	150.00

KING-FM, Chan. 251, 98.1mc, 15kw, Blair, Bonus

KING-TV, Chan. 5, 9.79kw-aur.; 18.95kw-vis., ABC, CBS, NBC, DuMont, Blair-TV

D	22.50	27.50	35.00	70.00	105.00	175.00
N	45.00	55.00	70.00	140.00	210.00	350.00

KIRO, 50kw, 710kc, CBS, Free & Peters

D	26.00	41.00	50.00	75.00	112.50	187.50
N	55.00	78.00	92.00	150.00	225.00	375.00

KIRO-FM, Ch. 264, 100.7mc, 5.7kw, Free & Peters Bonus

(Continued on page 224)

* * *

A Peach of a Pair
KIMA and the YAKIMA Market

YAKIMA COUNTY, WASHINGTON

UP 36.1% in Population

1950 U. S. census report.

UP to 5th Place

of all U. S. Counties in gross farm income.

Up, too, is Listener Preference for KIMA

* Hooper Station Audience Index (Share of Audience Report)

		SETS In Use	KIMA	Station B	Station C
Monday Thru Friday	Morning 8-12 A.M.	25.0	37.9	36.6	21.6
Monday Thru Friday	Afternoon 12-6 P.M.	26.1	44.5	26.1	25.3
Sunday Thru Saturday	Evening 6-10 P.M.	38.5	41.3	26.2	24.4

* December, 1949
Yakima, Wash.

CBS

KIMA
Affiliate
COLUMBIA BROADCASTING SYSTEM

WEED AND COMPANY: NATIONAL REPRESENTATIVES
NEW YORK, CHICAGO, ATLANTA, DETROIT, BOSTON, HOLLYWOOD, SAN FRANCISCO

MARKET INDICATORS FOR WASHINGTON

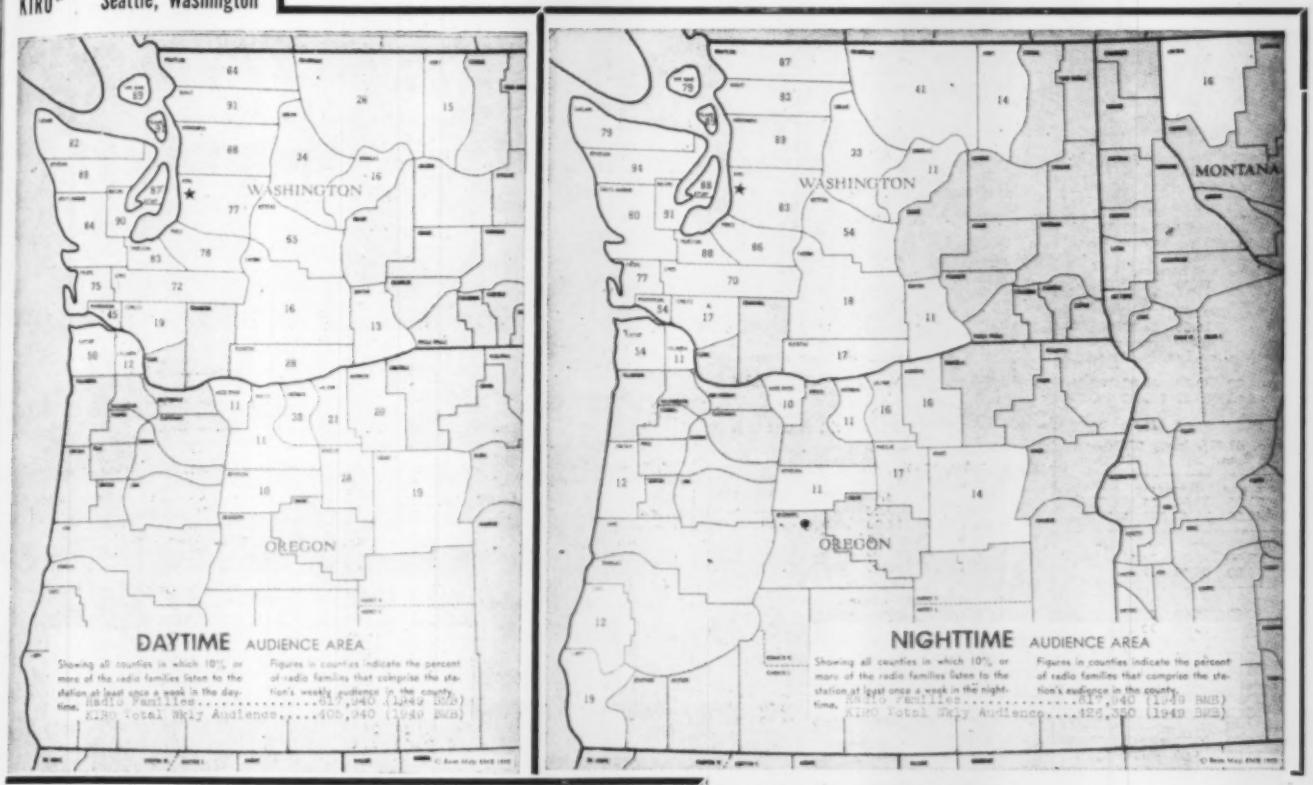
CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	2,361,261	'50	1,736,191	'40
% of U. S.	1.58%	'50	1.31%	'40
Families	659,570	'50	542,420	'40
Percent Radio	97.8%	'49	94.5%	'46
Radio Families	645,059	'50	713,720	'46
Retail Sales	$2,305,488,000	'49	2,206,766,000	'48
Retail Trade Employes	104,760	'48	69,771	'39
Wholesale Sales Volume	$ 2,576,417	'48	767,700,000	'39
Wholesale Trade Employes	44,710	'48	29,062	'39
Employment (Mid-March)	503,982	'48	485,040	'47
Taxable Payrolls (1st quarter)	$ 355,016,000	'48	306,563,000	'47
Income	$3,578,000,000	'48	1,100,000,000	'40
Percent distribution	1.74%	'48	1.45%	'40
Per Capita Income	$1,453	'48	632	'40
Percent of national per capita income	103%	'48	110%	'40
New Construction (Private)	$ 292,600,000	'49	49,600,000	'39
Residential	$ 144,700,000	'49	24,900,000	'39
Non-Residential	$ 75,600,000	'49	11,400,000	'39
Value added by Manufacture	$ 874,036,000	'47	267,716,000	'39
Automobile Registration	858,522	'49	791,226	'48
Telephones	677,600	'49	474,600	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

ADD WASHINGTON STATE MARKET DATA

BMB Station Audience Report — Study No. 2 — Spring, 1949

KIRO* Seattle, Washington


WASHINGTON
OREGON
DAYTIME AUDIENCE AREA
Showing all counties in which 10% or more of the radio families listen to the station at least once a week in the daytime.
Figures in counties indicate the percent of radio families that comprise the station's weekly audience in the county.
WASHINGTON
MONTANA
OREGON
NIGHTTIME AUDIENCE AREA
Showing all counties in which 10%, or more of the radio families listen to the station at least once a week in the nighttime.
Figures in counties indicate the percent of radio families that comprise the station's audience in the county.

AREA COVERAGE INDEX – *RADIO*

Method: Mail Ballot

Days: Sunday thru Saturday **Period:** Spring, 1950

Area: KIRO – 17 Counties

Radio Homes: 421,570*

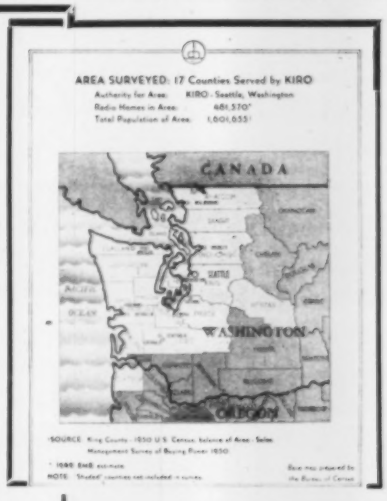
% OF *RADIO* MENTIONS

STATIONS	MORNING		AFTERNOON		EVENING	
	6 AM-8 AM	8 AM-Noon	Noon-3 PM	3 PM-6 PM	6 PM-10 PM	10 PM-Mid
KIRO Seattle	26%	27%	21%	26%	33%	22%
Station A, Seattle	10%	13%	21%	18%	23%	15%
Station B, Seattle	24%	20%	9%	12%	14%	19%
Station C, Seattle	9%	10%	14%	13%	9%	15%
Station D, Seattle	7%	15%	8%	10%	11%	8%
Station E, Seattle	5%	6%	8%	7%	†	1%
Station F, Seattle	2%	2%	4%	4%	2%	5%
Station G, Seattle	2%	2%	3%	1%	LT	3%
Station H, Tacoma	3%	2%	1%	1%	LT	3%
Station I, Bellingham	2%	1%	1%	1%	LT	1%
Station J, Aberdeen	2%	1%	LT	LT	LT	LT
Station K, Aberdeen	1%	1%	1%	LT	LT	LT
Station L, Tacoma	LT	LT	2%	LT	†	†
Station N, Astoria, Ore	1%	LT	LT	LT	LT	LT
OTHERS	7%	8%	8%	6%	6%	7%

* 1949 BMB estimate
† Does not broadcast throughout this day-part.

CAUTION: Indexes are developed within subject station's area only (see map) and should not be construed as applying to area of any other "mentioned" station.

The "Area Coverage Index-Radio" is computed from the "Station Mentions" secured from the answers to the question: "To what stations do you and your family listen MOST FREQUENTLY or THE MOST TIME?" Because Indexes show "% of Radio Mentions", (no record of Television), this is a measure of the distribution, not the size, of the audiences to the respective stations.


AREA SURVEYED: 17 Counties Served by KIRO
Authority for Area: KIRO - Seattle, Washington
Radio Homes in Area: 421,570*
Total Population of Area: 1,001,655*
CANADA
WASHINGTON
OREGON
SOURCE: King County - 1950 U.S. Census; balance of Area - Sales Management Survey of Buying Power 1950
* 1949 BMB estimate
NOTE: "Studied" counties not included in survey.

The Hooper Area Coverage Index, Spring, 1950, covers the 16 counties of Western Washington and the area of Oregon showing 50% or better BMB Day and Night. Total population* of the area NOT surveyed and in which KIRO has 10% to 50% BMB is 421,300. Total radio homes in this area, 136,370.

* ***Sales Management Survey of Buying Power 1949.***

The Pacific Northwest's Number One Radio Station

KIRO
SEATTLE • TACOMA

CBS
50,000 WATTS
710 KC

REPRESENTED NATIONALLY BY FREE & PETERS

WASHINGTON

SPOT RATE FINDER

(Continued from page 222)

KISW (FM), Chan. 260, 99.9mc, 2.1kw

	SB	1M	5M	15M	30M	1 Hr
D	2.25	3.50	5.50	9.00	13.00	21.00
N	3.50	5.00	7.50	12.50	18.00	30.00

KJR, 5kw, 950kc, ABC, Avery-Knodel, BMB, Hooper

D	18.00	25.00	35.00	56.00	84.00	140.00
N	35.00	60.00	70.00	112.00	168.00	280.00

KOL, 5kw, 1300kc, Headley-Reed, Hooper, BMB

D	10.00	10.00	16.00	24.00	36.00	60.00
N	18.00	18.00	26.00	40.00	60.00	100.00

KOMO, 50kw, 1000kc, NBC, Petry, Hooper, BMB

D	25.00	35.00	37.50	72.00	108.00	180.00
N	60.00	70.00	75.00	144.00	216.00	360.00

KOMO-FM, Chan. 225, 98.9mc, 14.4kw, Petry
Bonus all broadcasting hours.

KRSC, 1kw, 1150kc, Young, Hooper

D	5.00	11.52	14.40	18.00	30.00	50.00
N	4.00	9.22	11.52	14.40	24.00	40.00

KTW, 1kw-D, 1250kc, ST-KWSC

D				16.00	24.00	40.00

N (time sold only to religious broadcasters)

KVI, 5kw, 570kc, MBS, Don Lee, Hollingbery, Hooper, BMB

D	12.50	20.00	23.00	40.00	60.00	100.00
N	25.00	40.00	46.00	80.00	120.00	200.00

KXA, 1kw, 770kc

D	7.00	10.00	15.00	25.00	40.00	75.00

SPOKANE, Spokane, 61,516 fam., 97.7% radio, 60,101 radio fam.

4 AM affiliates, average 1-time rate

D	12.37	15.00	21.25	36.87	55.62	96.25
N	24.75	30.00	42.50	73.75	111.25	192.50

2 AM non-affiliates, average 1-time rate

D	4.50	5.50	9.50	15.50	24.50	
N	8.00	8.00	16.00	26.00	39.00	

KFIO, 250w, 1230kc

D	4.00	6.00	10.00	15.00	25.00	
N	6.00	8.00	14.00	20.00	30.00	

KGA, 50kw, 1510kc, ABC, Petry

D	12.50	17.50	25.00	48.00	72.00	120.00
N	25.00	35.00	50.00	96.00	144.00	240.00

KHQ, 5kw, 590kc, NBC, Katz, BMB

D	16.50	20.00	27.50	44.00	66.00	110.00
N	33.00	40.00	55.00	88.00	132.00	220.00

KNEW, 5kw, 790kc, MBS, Hollingbery, Hooper

D	8.00	10.00	15.00	28.00	42.00	70.00
N	16.00	20.00	30.00	56.00	84.00	140.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

* * *

* * *

KREM, 250w, 1340kc, Forjoe, Hooper (CP, 1kw, 970kc)

	SB	1M	5M	15M	30M	1 Hr
D	5.00	5.00	9.00	16.00	24.00	40.00
N	10.00	10.00	18.00	32.00	48.00	80.00

KXLY, 5kw, 920kc, CBS, Walker

D	12.50	12.50	17.50	27.50	42.50	85.00
N	25.00	25.00	35.00	55.00	85.00	170.00

SUNNYSIDE, Yakima, 37,767 fam., 97.6% radio, 36,860 radio fam.

KREW, 250w-D, 1050kc, Forjoe

D	4.00	6.00	8.00	15.00	25.00
N	5.00	8.00	10.00		

TACOMA, Pierce, 76,737 fam., 98.1% radio, 75,278 radio fam.

2 AM non-affiliates, average 1-time rate.

D	7.35	7.35	9.70	24.00	36.00	60.00
N	11.00	11.00	22.00	37.50	55.00	95.00

KMO, 5kw, 1360kc, McGillvra, Scott, Keating, Hooper, Conlan

D	7.20	7.20	14.40	24.00	36.00	60.00
N	12.00	12.00	24.00	40.00	60.00	100.00

KTBI, 1kw-D, 810kc, IMS, Gene Grant

D	7.50	7.50	15.00	24.00	36.00	60.00
N	10.00	10.00	20.00	35.00	50.00	90.00

* * *

KTNT(FM), Chan. 247, 97.3mc, 10kw
(see Transit Radio FM listing for rates)

VANCOUVER, Clark, 23,697 fam., 98.3% radio, 23,294 radio fam.

KVAN, 1kw, 910kc, Keating

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.00	12.00	24.00	36.00	60.00
N	6.25	7.50	15.00	30.00	45.00	75.00

WALLA WALLA, Walla Walla, 11,161 fam., 97.7% radio, 10,904 radio fam.

2 AM affiliates, average 1-time rate.

D	6.25		11.10	19.20	28.80	48.00
N	8.00		16.00	28.00	42.00	70.00

KUJ, 5kw, 1420kc, MBS, Grant, Keating, BMB

D	7.50	9.00	15.00	24.00	36.00	60.00
N	10.00	12.00	20.00	32.00	48.00	80.00

KWWB, 250w, 1490kc, ABC, McHugh

D	5.00		7.20	14.40	21.60	36.00
N	6.00		12.00	24.00	36.00	60.00

WENATCHEE, Chelan, 10,923 fam., 97.9% radio, 10,963 radio fam.

2 AM affiliates, average 1-time rate.

D	6.50	6.50	11.25	18.00	32.00	45.00
N	7.50	7.50	12.50	20.50	37.00	50.00

* * *

KPQ, 1kw, 560kc, ABC, McGillvra, Keating, Conlan, BMB

	SB	1M	5M	15M	30M	1 Hr
D	8.00	8.00	12.50	20.00	30.00	50.00
N	10.00	10.00	15.00	25.00	40.00	60.00

KWNW, 250w, 1340kc, MBS, Biddick

D	5.00	5.00	10.00	16.00	34.00	40.00
N	5.00	5.00	10.00	16.00	34.00	40.00

YAKIMA, Yakima, 37,767 fam., 97.6% radio, 36,860 radio fam.

3 AM affiliates, average 1-time rate

D	7.53	8.19	12.33	19.73	29.60	49.33
N	9.66	10.33	16.66	27.33	42.66	66.66

KIMA, 1kw-D, 500w-N, 1460kc, CBS, Weed, Hooper

D	8.00	10.00	12.50	20.00	30.00	50.00
N	9.00	11.00	15.00	25.00	40.00	60.00

KIT, 5kw-D, 1kw-N, 1280kc, ABC, McGillvra, Hollingbery, Keating, Conlan

D	9.00	9.00	12.00	19.20	28.80	48.00
N	12.00	12.00	20.00	32.00	48.00	80.00

KYAK, 250w, 1400kc, MBS, Grant

D	5.59	5.59	12.50	20.00	30.00	50.00
N	8.00	8.00	15.00	25.00	40.00	60.00

* * *

WASHINGTON RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Adams	6,568	6,209	1,834	1,800	98.2	6,733	8,750	547	204
Asotin	10,831	8,365	3,025	2,964	98.0	3,415	4,225	434	185
Benton	51,146	12,053	14,286	13,957	97.7	47,434	44,799	19,843	18,067
Chelan	39,105	34,412	10,923	10,693	97.9	43,780	44,174	5,676	3,423
Clallam	26,218	21,848	7,323	7,110	97.1	20,736	26,617	5,376	3,936
Clark	84,836	49,852	23,697	23,294	98.3	55,758	58,264	14,238	10,101
Columbia	4,817	5,549	1,345	1,305	97.1	4,283	4,117	711	383
Cowlitz	53,132	40,155	14,841	14,544	98.0	45,466	49,793	14,370	10,007
Douglas	10,788	8,651	3,013	2,964	98.4	4,046	5,000	279	142
Ferry	4,086	4,701	1,141	1,087	95.3	2,165	1,252	249	135
Franklin	13,444	6,307	3,755	3,608	96.1	16,181	20,074	2,437	1,664
Garfield	3,191	3,383	891	876	98.4	3,569	3,389	321	161
Grant	24,255	14,568	6,775	6,571	97.0	11,184	16,259	1,867	1,115
Grays Harbor	53,250	53,166	14,874	14,412	96.9	57,049	58,753	15,949	11,474
Island	10,987	6,098	3,068	3,003	97.9	3,105	5,190	346	177
Jefferson	11,520	8,918	3,217	3,120	97.0	6,294	7,199	1,375	897
King	726,055	504,980	202,808	198,143	97.7	875,221	749,464	206,016	148,983
Kitsap	73,398	44,387	20,502	20,235	98.7	57,541	60,008	6,988	4,184
Kittitas	22,151	20,230	6,187	6,032	97.5	21,355	23,128	2,953	1,898
Klickitat	11,927	11,357	3,331	3,221	96.7	8,886	8,869	1,587	953
Lewis	43,564	41,393	12,168	11,881	97.7	36,298	42,338	6,699	4,011
Lincoln	10,741	11,361	3,000	2,946	98.2	13,015	13,409	1,030	670
Mason	14,907	11,603	4,163	4,046	97.2	9,909	11,344	3,768	2,960
Okanogan	29,029	24,546	8,108	7,832	96.6	18,845	18,348	2,972	2,099
Pacific	16,411	15,928	4,584	4,455	97.2	13,659	14,082	3,501	2,284
Pend Oreille	7,366	7,155	2,057	1,987	96.6	4,995	4,180	1,075	682
Pierce	274,722	182,081	76,737	75,278	98.1	230,761	217,520	45,474	32,276
San Juan	3,192	3,157	891	865	97.1	1,808	1,980	366	167
Skagit	43,006	37,650	12,012	11,783	98.1	35,192	41,948	7,019	4,750
Skamania	4,774	4,633	1,333	1,294	97.1	2,212	1,792	563	344
Snohomish	111,163	88,754	31,051	30,429	98.0	89,036	94,182	17,167	12,050
Spokane	220,228	164,652	61,516	60,101	97.7	247,189	221,364	48,015	30,911
Stevens	18,488	19,275	5,164	4,988	96.6	10,529	11,351	1,828	1,059
Thurston	44,248	37,285	12,359	12,136	98.2	38,543	41,257	9,097	6,039
Wahkiakum	3,816	4,286	1,065	1,045	98.2	2,106	1,646	666	373
Walla Walla	39,957	30,547	11,161	10,904	97.7	48,336	45,626	5,963	3,473
Whatcom	66,316	60,355	18,524	18,209	98.3	60,588	64,268	10,822	7,104
Whitman	32,302	27,221	9,022	8,895	98.6	29,540	30,016	2,808	1,403
Yakima	135,206	99,019	37,767	36,860	97.6	118,726	130,761	16,859	10,294

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

WEST VIRGINIA

SPOT RATE FINDER

BECKLEY, Raleigh, 26,824 fam., 93.4% radio, 25,053 radio fam.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	4.50	4.50	7.75	15.00	23.00	38.75
N	6.25	6.25	10.00	20.00	30.00	50.00

WCFC(FM), Chan. 267, 101.3mc, 35kw, KBS

D	3.60	4.20	5.80	11.55	17.50	28.90
N	5.25	6.00	8.25	16.50	24.75	41.25

WJLS, 1kw-D, 500w-N, 560kc, CBS, Weed

D	5.00	5.00	7.50	14.00	22.50	37.50
N	7.50	7.50	10.00	20.00	30.00	50.00

WJLS-FM, Chan. 258, 99.5mc, 31.7kw, Bonus

WWNR, 1kw-D, 500w-N, 620kc, MBS, McGillvra

D	4.00	4.00	8.00	16.00	24.00	40.00
N	5.00	5.00	10.00	20.00	30.00	50.00

BLUEFIELD, Mercer, 20,917 fam., 92.7% radio, 19,390 radio fam.

2 AM affiliates, average 1-time rate

D	5.25	5.75	11.50	23.00	34.50	57.50
N	7.25	8.00	16.00	32.00	48.00	80.00

WHIS, 5kw, 1440kc, NBC, Katz

D	7.50	7.50	15.00	30.00	45.00	75.00
N	10.00	10.00	20.00	40.00	60.00	100.00

WKOY, 250w, 1240kc, MBS

D	3.00	4.00	8.00	16.00	24.00	40.00
N	4.50	6.00	12.00	24.00	36.00	60.00

CHARLESTON, Kanawha, 66,185 fam., 93.6% radio, 61,949 radio fam.

4 AM affiliates, average 1-time rate

D	8.65	9.68	12.80	32.10	46.90	50.97
N	11.48	12.59	23.20	45.65	68.47	114.12

WCAW, 250w, 1400kc, McGillvra

D	3.75	5.50	10.00	20.00	30.00	50.00
N	3.75	5.50	10.00	20.00	30.00	50.00

WCHS, 5kw, 580kc, CBS, Branham, Hooper, BMB

D	12.10	14.52	24.20	48.40	72.60	108.90
N	16.94	19.36	36.30	72.60	108.90	181.50

WGKV, 250w, 1490kc, NBC, Meeker, Hooper

D	8.00	8.00	12.00	30.00	40.00	60.00
N	11.50	11.50	21.50	40.00	60.00	100.00

WGKV-FM, Chan. 253, 98.5mc, 5kw, Bonus

WKNA, 5kw-D, 1kw-N, 950kc, ABC, Weed, BMB

D	9.00	9.75	15.00	30.00	45.00	75.00
N	12.00	13.00	25.00	50.00	75.00	125.00

WKNA-FM, Chan. 248, 97.5mc, 3kw, Weed, Bonus

WTIP, 250w, 1240kc, MBS, Forjoe, Hooper

D	5.50	6.50	10.00	20.00	30.00	50.00
N	5.50	6.50	10.00	20.00	30.00	50.00

CLARKSBURG, Harrison, 23,731 fam., 93.4% radio, 22,164 radio fam.

2 AM affiliates, average 1-time rate

D	3.37	4.00	7.00	14.00	21.00	32.50
N	4.75	5.75	11.00	22.00	32.00	55.00

WBLK, 250w, 1400kc, NBC, Branham

D	5.00	6.00	10.00	20.00	30.00	45.00
N	7.00	8.00	15.00	30.00	45.00	75.00

WHAR, 250w, 1340kc, MBS

D	1.75	2.00	4.00	8.00	12.00	20.00
N	2.00	3.50	7.00	14.00	19.00	35.00

WPDX, 1kw-D, 750kc

D	6.00	7.50	12.00	25.00	45.00	75.00

WPDX-FM, Chan. 236, 95.1mc, 2kw
Rates upon request

ELKINS, Randolph, 8,538 fam., 91.1% radio, 7,778 radio fam.

WDNE, 250w, 1240kc, MBS

	SB	1M	5M	15M	30M	1 Hr
D	3.25	4.50	8.00	15.00	24.00	40.00
N	4.50	7.00	12.00	20.00	32.00	55.00

FAIRMONT, Marion, 19,953 fam., 94.1% radio, 18,775 radio fam.

2 AM affiliates, average 1-time rate

D	6.75	7.50	14.50	27.00	44.00	67.50
N	10.50	12.00	22.50	42.50	67.50	110.00

WMMN, 5kw, 920kc, CBS, Katz, BMB

D	9.00	9.00	18.00	36.00	54.00	90.00
N	15.00	15.00	30.00	60.00	90.00	150.00

WVVW, 250w, 1490kc, MBS, Bolling, Conlan, ABC, Cooke

D	4.50	6.00	11.00	18.00	30.00	45.00
N	6.00	9.00	15.00	25.00	45.00	70.00

WJPB-FM, Chan. 222, 92.3mc, 10kw, Bonus

HUNTINGTON, Cabell Wayne, 10,789 fam., 87% radio, 9,386 radio fam.

2 AM affiliates, average 1-time rate

D	6.00	7.50	14.49	24.75	40.87	68.12
N	9.45	11.25	23.81	44.75	65.40	111.87

WHTN, 1kw-D, 800kc, Conlan

D	5.00	7.00	12.00	18.00	30.00	50.00

WHTN-FM, Chan. 263, 100.5mc, 53kw, Bonus

WPLH, 250w, 1450kc, MBS, Conlan, BMB

D	4.00	5.00	10.00	15.00	30.00	50.00
N	6.40	8.00	16.00	32.00	48.00	80.00

WPLH-FM, Chan. 273, 102.4mc, 41kw, Transit Radio, Walker, Bonus

WSAZ, 5kw-D, 1kw-N, 930kc, ABC, Branham, BMB, Conlan

D	8.00	10.00	18.98	34.50	51.75	86.25
N	12.50	14.50	31.63	57.50	82.80	143.75

WSAZ-TV, Chan. 5, 8.6kw-aur., 12kw-vis., NBC, DuMont, Katz

D	24.00	24.00	37.50	60.00	90.00	150.00
N	24.00	24.00	37.50	60.00	90.00	150.00

LOGAN, Logan, 21,570 fam., 91.3% radio, 19,693 radio fam.

WGYA, 5kw, 1290kc
(No rates available)

WLOG, 250w, 1230kc

D	6.00	6.00	9.60	12.00	21.00	36.00
N	6.00	6.00	9.60	12.00	21.00	36.00

WLOG-FM, Chan. 277, 103.3mc, 1kw, Bonus

MARTINSBURG, Berkley, 8,419 fam., 93.1% radio, 7,838 radio fam.

WEPM, 250w, 1340kc, Burn-Smith, BMB

D	3.15	4.50	9.00	18.00	27.00	45.00
N	5.25	7.50	15.00	30.00	45.00	75.00

WEPM-FM, Chan. 232, 94.3, 0.66kw, Burn-Smith, Bonus

MONTGOMERY, Fayette, 22,997 fam., 93.1% radio, 21,410 radio fam.

WMON, 250w, 1340kc, MBS, Conlan

D	5.00	6.00	8.00	15.00	24.00	40.00
N	6.00	7.50	10.00	20.00	35.00	60.00

MORGANTOWN, Monongalia, 16,948 fam., 93.2% radio, 15,795 radio fam.

WAJR, 250w, 1230kc, MBS, Conlan, BMB

D	4.50	6.00	10.00	16.00	24.00	40.00
N	6.00	9.00	15.00	24.00	36.00	60.00

WAJR-FM, Chan. 257, 99.3mc, 1kw, Bonus

MOUNDSVILLE, Marshall, 10,298 fam., 93% radio, 9,577 radio fam.

WMOD, 1kw-D, 1470kc

D	4.50	6.00	10.50	15.00	30.00	45.00

OAK HILL, Fayette, 22,997 fam., 93.1% radio, 21,410 radio fam.

WOAY, 1kw, 860kc, BMB

	SB	1M	5M	15M	30M	1 Hr
D	6.00	6.00	12.00	24.00	36.00	60.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WOAY-FM, Chan. 231, 94.1mc, 20kw, Bonus (60% of AM rates after AM sign-off)

PARKERSBURG, Wood, 18,518 fam., 94.6% radio, 17,518 radio fam.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.00	10.00	20.00	30.00	45.00
N	7.00	8.00	15.00	30.00	45.00	75.00

WCOM, 250w, 1230kc, ABC, McGillvra

D	5.00	6.00	10.00	20.00	30.00	45.00
N	7.00	8.00	15.00	30.00	45.00	75.00

(Continued on page 226)

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

* * *

Location of City and number of Standard (AM) Broadcasting Stations
Number of FM Broadcasting Stations
Number of Telecasting Stations

MARKET INDICATORS FOR WEST VIRGINIA

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	1,998,536	'50	1,901,974	'40
% of U. S.	1.33%	'50	1.45%	'40
Families	558,250	'50	440,200	'40
Percent Radio	92%	'49	85.8%	'46
Radio Families	513,590	'50	387,000	'46
Retail Sales	$1,156,328,000	'49	1,281,291,000	'48
Retail Trade Employes	67,598	'48	44,942	'39
Wholesale Sales Volume	$1,039,743,000	'48	284,200,000	'39
Wholesale Trade Employes	17,008	'48	11,837	'39
Employment (Mid-March)	445,657	'48	416,620	'47
Taxable Payrolls (1st quarter)	$ 292,480,000	'48	251,787,000	'47
Income	$2,166,000,000	'48	760,000,000	'40
Percent distribution	1.05%	'48	1%	'40
Per Capita Income	$1,133	'48	398	'40
Percent of national per capita income	80%	'48	69%	'40
New Construction (Private)	$ 112,700,000	'47	40,800,000	'39
Residential	$ 38,600,000	'47	18,800,000	'39
Non-Residential	$ 34,400,000	'48	8,400,000	'39
Value added by Manufacture	$ 663,903,000	'47	213,284,000	'39
Automobile Registration	438,493	'49	406,147	'48
Telephones	321,500	'49	211,900	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

WTRF Sells 2 BIG CITY ZONES and 6 RICH COUNTIES

Families	75,895
Radio Families	72,048
% Radio Homes	94.93%
Total Retail Sales	$184,890,000
Food	55,262,000
Gen'l Merchandise	25,556,000
Drug	4,561,000

You don't have to pay high rates to sell this exceptional market. WTRF gives you top network programs plus high-rated local shows which have put WTRF listener ratings hot on the heels of the number one station in the market.

HERE'S HOW THEY COMPARE:

Average Hooper—4 time periods of day

			Class B Time
Station A	29.7	50,000 W.	$200 hour
WTRF	24.5	1,000 W.	70 hour
Station B	22.5	250 W.	60 hour

Per dollar promotion is greater on WTRF. You completely cover the two big city zones of Wheeling and Bellaire and the immediate counties surrounding West Virginia's most stable market.

INDUSTRY—Here are just a few of the long-established industries lending diversity to this market:

glassware
tin cans
proprietary medicines
enamelware
tools
coal
iron and steel castings
tobacco
metal toys
textiles
chemicals
steel

If you'r going into Wheeling . . . it costs LESS to go by WTRF.

Market Data from 1949-50 SRDS Consumer Markets

WTRF WTRF-FM

1000 Watts—1290 Kc. • 20,000 Watts—100.5 Meg.
The Ohio Valley Skyline Stations • A Mutual Affiliate
Mailing Addresses:
1. The Skyline, Bellaire, Ohio (Phone 1315—through Wheeling)
2. Box 928, Wheeling, W. Va.
Represented Nationally by The Walker Company

WEST VIRGINIA

SPOT RATE FINDER

(Continued from page 225)

WPAR, 250w, 1450kc, CBS, Branham

	SB	1M	5M	15M	30M	1 Hr
D	5.00	6.00	10.00	20.00	30.00	45.00
N	7.00	8.00	15.00	30.00	45.00	75.00

WPAR-FM, Chan. 293, 106.5mc, 4kw, Branham, Bonus

PINEVILLE, Wyoming, 10,474 fam., 90.6% radio, 9,489 radio fam.

WWYO, 1kw-D, 970kc

D	5.00	8.00	12.00	24.00	36.00	60.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

* * *

PRINCETON, Mercer, 20,917 fam., 92.7% radio, 19,390 radio fam.

WLOH, 250w, 1490kc

	SB	1M	5M	15M	30M	1 Hr
D	3.50	4.00	10.00	20.00	30.00	50.00
N	3.50	4.00	10.00	20.00	30.00	50.00

RONCEVERTE, Greenbrier, 10,944 fam., 90.7% radio, 9,926 radio fam.

WRON, 250w, 1400kc, MBS, McGillvra, BMB

D	4.00	4.00	8.00	16.00	24.00	40.00
N	6.00	6.00	12.00	24.00	36.00	60.00

WEIRTON, Hancock, 9,649 fam., 97.7% radio, 9,427 radio fam.

WEIR, 1kw, 1430kc

D	4.90	7.00	14.00	28.00	42.00	70.00
N	7.00	10.00	20.00	40.00	60.00	100.00

WELCH, McDowell, 27,504 fam., 92.9% radio, 25,551 radio fam.

WBRW, 250w, 1340kc, MBS, BMB

D	3.00	3.75	7.50	18.00	27.00	45.00
N	4.50	6.00	12.75	28.50	42.75	67.50

* * *

WELC, 1kw-D, 1150kc, McGillvra

	SB	1M	5M	15M	30M	1 Hr
D	4.00	4.00	8.00	16.00	24.00	40.00

WESTON, Lewis, 5,879 fam., 91.2% radio, 5,361 radio fam.

WHAW, 250w, 1450kc, MBS, Cooke

D	2.50	3.50	10.00	20.00	30.00	40.00
N	3.00	4.50	15.00	25.00	35.00	50.00

WHEELING, Ohio, 19,903 fam., 96.3% radio, 19,166 radio fam.

2 AM affiliates, average 1-time rate

D	16.50	17.50	30.00	48.00	78.00	130.00
N	30.00	31.25	57.00	94.00	140.00	250.00

WHLL, 1kw-D, 1600kc

D	9.00	10.00	15.00	25.00	40.00	70.00

* * *

WKWK, 250w, 1400kc, ABC, Weed, BMB

	SB	1M	5M	15M	30M	1 Hr
D	8.00	10.00	15.00	24.00	36.00	60.00
N	10.00	12.50	24.00	40.00	60.00	100.00

WKWK-FM, Chan. 247, 97.3mc, 16kw, Bonus

WTRF, 1kw-D, 1290kc
(See Bellaire, Ohio Listing)

WWVA, 50kw, 1170kc, CBS, Petry, BMB

D	25.00	25.00	45.00	72.00	120.00	200.00
N	50.00	50.00	90.00	144.00	240.00	400.00

WWVA-FM, Chan. 254, 98.7mc, 30kw, Petry, Bonus

WILLIAMSON, Mingo, 13,213 fam., 87.7% radio, 11,587 radio fam.

WBTH, 250w, 1400kc, MBS, Gene Grant, Inc.

D	5.00	5.00	12.00	24.00	36.00	60.00
N	5.00	5.00	12.00	24.00	36.00	60.00

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WEST VIRGINIA RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Barbour	19,751	19,869	5,517	4,904	88.9	5,873	6,569	2,112	1,18
Berkeley	30,143	29,016	8,419	7,838	93.1	18,032	20,836	6,978	3,27
Boone	33,149	28,556	9,259	8,351	90.2	11,999	17,027	7,063	4,99
Braxton	18,021	21,658	5,033	4,227	84.0	5,114	5,740	648	21
Brooke	26,866	25,513	7,504	7,196	95.9	11,698	13,042	6,609	4,33
Cabell	107,803	97,459	30,112	27,823	92.4	100,740	101,049	30,080	17,28
Calhoun	10,208	12,455	2,851	2,443	85.7	2,677	2,063	254	6
Clay	14,913	15,206	4,165	3,527	84.7	3,847	3,755	1,343	94
Doddridge	8,995	10,923	2,512	2,220	88.4	2,865	3,105	334	10
Fayette	82,332	80,628	22,997	21,410	93.1	46,059	54,351	20,575	15,15
Gilmer	9,727	12,046	2,717	2,336	86.0	2,565	2,423	361	10
Grant	8,729	8,805	2,438	2,391	98.1	3,023	5,545	567	21
Greenbrier	39,181	38,520	10,944	9,926	90.7	17,588	24,209	6,710	4,34
Hampshire	12,590	12,974	3,516	3,132	89.1	4,054	4,743	564	20
Hancock	34,545	31,572	9,649	9,427	97.7	18,126	19,298	20,364	14,72
Hardy	10,013	10,813	2,796	2,407	86.1	2,976	4,231	758	25
Harrison	84,958	82,911	23,731	22,164	93.4	60,207	73,768	26,471	16,79
Jackson	15,231	16,598	4,254	3,798	89.3	4,845	6,527	879	42
Jefferson	17,151	16,762	4,790	4,435	92.6	6,998	10,060	1,923	1,05
Kanawha	236,945	195,619	66,185	61,949	93.6	183,789	203,992	65,842	46,04
Lewis	21,048	22,271	5,879	5,361	91.2	10,070	10,106	2,694	1,38
Lincoln	22,431	22,886	6,265	5,137	82.0	4,227	5,819	1,113	35
Logan	77,221	67,768	21,570	19,693	91.3	41,398	52,400	21,085	17,94
McDowell	98,467	94,354	27,504	25,551	92.9	60,155	61,417	28,253	20,03
Marion	71,435	68,683	19,953	18,775	94.1	50,591	51,454	20,322	13,54

(Continued on page 228)

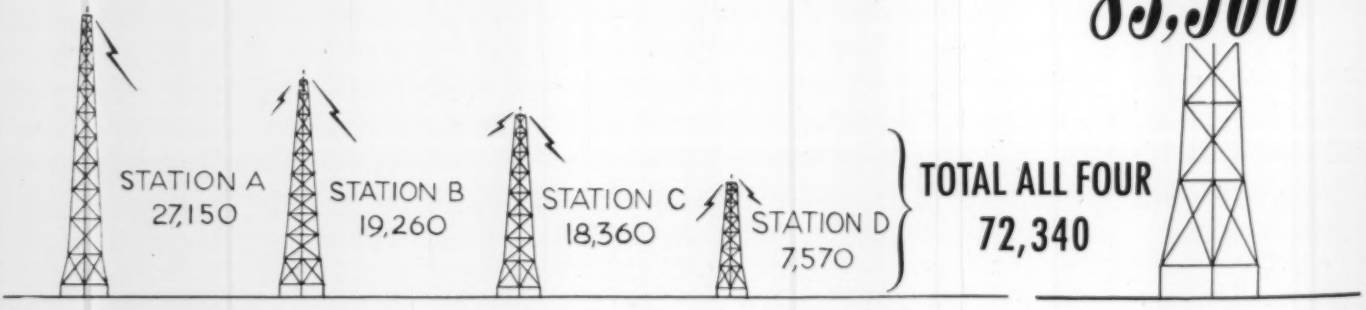
Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

in Charleston, West Virginia

ONE GETS YOU MORE THAN ALL THE OTHER FOUR!

...BMB REPORTS ON DAYTIME, 6 OR 7 DAYS PER WEEK...

WCHS 83,500



6 or 7 days night-time . . .

Station "A"	19,040
Station "B"	12,790
Station "C"	14,890
Station "D"	5,060
4-Station Total	51,790

WCHS night total 66,480

WCHS gives 28% more listeners at nite—15% more listeners in the daytime than the other FOUR stations combined!

580 KC 5KW CBS

WCHS

In the well-to-do Charleston market, where average income is high, WCHS, the area's oldest and largest station, has quantity and quality leadership. Its audiences are larger, they cost less to reach. The figures shown here are the latest BMB's, and they apply to the "regular listeners". In this rich market, WCHS gives more listeners at lower cost than all the other four!

CHARLESTON, WEST VIRGINIA

CONCENTRATED FOUR STATE AREA

WWVA delivers a concentrated four-state area in which six-million persons live and spend Four Billion Dollars in retail sales. Reach this prosperous heart of Industrial America with one station, one cost, one billing—with WWVA.

50,000 watts of power blanket this area twenty-four hours a day with down to earth local shows, topflight CBS programs and the famous WWVA Jamboree. WWVA sells at the local level—the profitable way to reach this all-time high buying power of Western Pennsylvania, Eastern Ohio, West Virginia and Virginia.

Call* Edward Petry *or wire* WWVA *for information.

WEST VIRGINIA RADIO MARKET DATA BY COUNTIES

(Continued from page 22

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Quarter 1948 ($000)
Marshall	36,867	40,189	10,298	9,577	93.0	15,529	15,446	7,032	
Mason	23,506	22,270	6,565	5,678	86.5	5,511	8,248	2,115	
Mercer	74,886	68,289	20,917	19,390	92.7	50,181	54,502	15,054	
Mineral	22,241	22,215	6,212	5,764	92.8	10,463	9,581	1,826	
Mingo	47,305	40,802	13,213	11,587	87.7	22,068	33,775	8,548	
Monongalia	60,674	51,253	16,948	15,795	93.2	39,905	44,557	14,659	
Monroe	13,107	13,577	3,661	3,265	89.2	3,024	4,015	331	
Morgan	8,274	8,743	2,311	2,158	93.4	2,627	2,921	1,343	
Nicholas	27,660	24,070	7,726	6,659	86.2	6,190	11,222	2,999	
Ohio	71,253	73,115	19,903	19,166	96.3	92,106	87,682	27,529	
Pendleton	9,281	10,884	2,592	2,262	87.3	2,628	2,602	390	
Pleasants	6,325	6,692	1,766	1,668	94.5	3,308	3,287	1,025	
Pocahontas	12,458	13,906	3,479	3,064	88.1	4,907	4,257	1,003	
Preston	31,615	30,416	8,831	7,939	89.9	9,135	12,933	3,990	
Putnam	20,996	19,511	5,864	5,201	88.7	5,795	4,809	2,267	
Raleigh	96,032	86,687	26,824	25,053	93.4	56,269	61,555	18,992	
Randolph	30,567	30,259	8,538	7,778	91.1	16,116	16,088	4,643	
Ritchie	12,526	15,389	3,498	3,134	89.6	5,002	4,624	995	
Roane	18,393	20,787	5,137	4,443	86.5	6,016	6,236	1,206	
Summers	19,140	20,409	5,346	4,709	88.1	7,456	8,523	1,157	
Taylor	18,398	19,919	5,139	4,681	91.1	8,834	8,588	2,473	
Tucker	10,578	13,173	2,954	2,699	91.4	4,654	4,544	1,186	
Tyler	10,528	12,559	2,940	2,646	90.0	5,225	4,087	762	
Upshur	19,208	18,360	5,365	4,737	88.3	6,854	8,595	1,416	
Wayne	38,628	35,566	10,789	9,386	87.0	5,888	7,346	2,472	
Webster	17,776	18,080	4,965	4,344	87.5	5,368	6,945	1,991	
Witzel	20,080	22,342	5,608	5,007	89.3	9,148	10,275	3,300	
Wirt	5,147	6,475	4,410	3,779	85.7	1,221	1,027	136	
Wood	66,297	62,399	18,518	17,518	94.6	51,880	52,479	19,009	
Wyoming	37,499	29,774	10,474	9,489	90.6	13,504	17,013	5,650	

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce

WISCONSIN

SPOT RATE FINDER

ANTIGO, Langlade, 6,133 fam., 97.2% radio, 5,961 radio fam.
WATK, 250w-D, 900kc

	SB	1M	5M	15M	30M	1 Hr
D	3.25	5.50	12.00	20.00	35.00	

APPLETON, Outagamie, 22,783 fam., 98.2% radio, 22,372 radio fam.
WHBY, 250w, 1230kc, MBS, McKinney

D	5.75	5.75	13.00	22.00	35.00	60.00
N	8.75	8.75	16.00	32.00	48.00	80.00

ASHLAND, Ashland, 5,413 fam., 95.8% radio, 5,185 radio fam.
WATW, 250w, 1400kc, MBS, Walker, O'Connor

D	3.00	4.50	9.00	18.00	27.00	45.00
N	4.50	6.00	15.00	30.00	45.00	75.00

BELOIT, Rock, 25,878 fam., 98.1% radio, 25,386 radio fam.
WBEL, 1kw-D, 1380kc

D	6.00	6.00	10.00	20.00	36.00	60.00

WGEZ, 250w, 1490kc, MBS, Rambeau

D		4.80	12.00	19.20	28.80	48.00
N		6.00	15.00	24.00	36.00	60.00

EAU CLAIRE, Eau Claire, 15,149 fam., 97.1% radio, 14,709 radio fam.

2 AM affiliates, average 1-time rate

D	3.62	4.02	7.67	13.82	27.12	49.00
N	7.12	7.12	12.37	26.25	50.00	90.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

WBIZ, 250w, 1400kc, ABC, MBS

	SB	1M	5M	15M	30M	1 Hr
D	2.00	2.80	5.35	9.65	19.25	33.00
N	4.25	4.25	8.25	17.50	30.00	60.00

WEAU, 5kw, 790kc, NBC, Ra-Tel, Bulmer & Johnson

D	5.25	5.25	10.00	18.00	35.00	65.00
N	10.00	10.00	16.50	35.00	70.00	120.00

WEAU-FM, Chan. 231, 94.1mc, 60kw, Ra-Tel, Bulmer & Johnson

D	5.25	5.25	10.00	18.00	35.00	65.00
N	10.00	10.00	16.50	35.00	70.00	120.00

WRFW, 1kw-D, 1050kc, Forjoe

D	3.50	3.50	7.50	13.55	26.95	46.25
N	4.90	4.90	10.35	18.45	37.10	63.00

FOND DU LAC, Fond du Lac, 18,902 fam., 97.9% radio, 18,505 radio fam.
KFIZ, 250w, 1450kc, MBS, Conlan

D	6.00	10.00	20.00	30.00	50.00
N	7.00	14.00	28.00	42.00	70.00

GREEN BAY, Brown, 27,352 fam., 97.9% radio, 26,777 radio fam.

2 AM affiliates, average 1-time rate.

D	6.75	8.50	10.00	22.50	36.00	60.00
N	10.75	14.75	18.50	43.50	66.50	110.00

WBAY, 5kw, 1360kc, CBS

D	7.50	9.00	10.00	25.00	42.00	70.00
N	12.50	17.50	21.00	50.00	85.00	140.00

WDUZ, 250w, 1400kc, ABC, Taylor

D	6.00	8.00	10.00	20.00	30.00	50.00
N	9.00	12.00	16.00	32.00	48.00	80.00

WJPG, 1kw-D, 810kc, Ra-Tel

D	5.00	4.00	12.50	27.50	40.00	50.00
N	5.00	5.00	15.00	35.00	45.00	60.00

WJPG-FM, Chan. 266, 101.1mc, 14.4kw, Ra-Tel, Bonus daytime only

N			5.00	10.00	15.00	25.00

JANESVILLE, Rock, 4,682 fam., 98.1% radio, 4,457 radio fam.
WCLO, 250w, 1230kc, MBS, Rambeau

D	5.60	5.60	14.00	22.40	33.60	56.00
N	7.00	7.00	17.50	28.00	42.00	70.00

WCLO-FM, Chan. 260, 99.9mc, 15kw, Rambeau, Bonus

KENOSHA, Kenosha, 20,993 fam., 99% radio, 20,783 radio fam.
WLIP, 250w-D, 1050kc, McKinney

D	8.75	8.75	10.00	19.00	30.00	50.00

LACROSSE, LaCrosse, 18,881 fam., 98% radio, 18,503 radio fam.

3 AM affiliates, average 1-time rate.

D	5.35	7.03	9.50	19.00	28.50	47.50
N	8.66	11.33	19.00	38.00	57.00	95.00

WKBH, 5kw, 1410kc, NBC, Taylor, Conlan

D	5.60	7.50	10.00	20.00	30.00	50.00
N	9.00	12.00	20.00	40.00	60.00	100.00

WKTY, 1kw, 580kc, ABC, Weed, Conlan

	SB	1M	5M	15M	30M	1 Hr
D	5.50	7.00	10.00	20.00	30.00	50.00
N	9.00	12.00	20.00	40.00	60.00	100.00

WLCX, 250w, 1490kc, ABC, MBS

D	4.95	6.60	8.50	17.00	25.50	42.50
N	8.00	10.00	17.00	34.00	51.00	85.00

LADYSMITH, Rusk, 4,682 fam., 95.2% radio, 4,457 radio fam.
WLDY, 250w, 1340kc, Clark

D	3.60	3.60	5.20	11.20	16.80	28.00
N	4.50	4.50	6.50	14.00	21.00	35.00

Between
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and the
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"most often" to
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A Million Dollars
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MILWAUKEE
COVER THIS AREA
KENOSHA
OVER 300,000 FAMILIES
CHICAGO
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Average $73.00 per week
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For Facts on the
Milwaukee Market
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Radio Station
WEMP

A BETTER Than Ever
METROPOLITAN
MARKET
MADISON, WIS.
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Served best for 25 years by
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PLUS WIBA-FM
5000 WATTS
1310 KC
NBC
AUDIENCE PROOF
BY BMB, HOOPER
AND CONLAN
Represented By
AVERY-KNODEL, INC.

Where Bossy Is Queen WKOW Reigns Supreme

Only WKOW

gives you ALL the cream of "America's Dairyland"

Wisconsin's only 10,000 watt station reaches this dairyland (9 of the 200 richest farm counties in the nation) with its steady income. The half millivolt area includes:

- 874,000 People Who Spent $875,000,000 in 1949 ($3,279 retail sales per family—248,500 radio homes)
- 256,700 Farmers With An Average Income of $6,324 Per Family (They make up 40% of Wisconsin's total farm buying power)

In addition, WKOW gives you a valuable "bonus"—a large, responsive audience throughout most of Wisconsin. (Ask us to show you the evidence—it surprised even us!)

MADISON, Dane, 47,068 fam., 98.7% radio, 46,456 radio fam.

3 AM affiliates, average 1-time rate.

	SB	1M	5M	15M	30M	1 Hr
D	7.52	7.52	14.66	26.08	46.00	76.66
N	12.83	12.83	25.00	45.00	80.00	133.33

WFOW(FM), Chan. 285, 104.9mc, 930w

D	.85	1.00	2.00	4.50	8.00	15.00
N	1.25	1.75	3.00	5.50	12.00	20.00

WIBA, 5kw, 1310kc, NBC, Avery-Knodel, Hooper, Conlan, BMB

D	9.00	9.00	18.00	31.50	54.00	90.00
N	15.00	15.00	30.00	52.50	90.00	150.00

WIBA-FM, Chan. 268, 101.5mc, 45kw, Avery-Knodel, Bonus

WISC, 1kw, 1480kc, ABC, Arrowhead, Ra-Tel

D	4.75	4.75	8.00	17.25	30.00	50.00
N	8.50	8.50	15.00	32.50	60.00	100.00

WISC-FM, Chan. 251, 98.1mc, 1kw, Ra-Tel, Bonus

WKOW, 10kw-D, 5kw-N, 1070kc, CBS, MBS, Headley-Reed

D	9.00	9.00	18.00	30.00	54.00	90.00
N	15.00	15.00	30.00	50.00	90.00	150.00

MANITOWOC, Manitowoc, 18,605 fam., 98.4% radio, 18,307 radio fam.

WOMT, 250w, 1240kc, MBS, Ra-Tel, Conlan

D	5.50	6.50	11.00	18.50	31.00	52.00
N	6.50	7.50	15.00	26.00	43.00	72.00

MARINETTE, Marinette, 9,976 fam., 96.6% radio, 9,636 radio fam.

WMAM, 250w-D, 100w-N, 570kc, NBC, Meeker

D	6.00	6.00	13.00	22.00	35.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

MARSHFIELD, Wood, 14,112 fam., 97% radio, 13,688 radio fam.

WDLB, 250w, 1450kc

D	3.60	6.00	9.00	17.00	25.00	42.00
N	4.20	7.00	14.00	28.00	42.00	70.00

WDLB-FM, Chan. 280, 103.9mc, 250w, Bonus

MEDFORD, Taylor, 5,151 fam., 94.2% radio, 4,852 radio fam.

WIGM, 250w, 1490kc, MBS, Continental

	SB	1M	5M	15M	30M	1 Hr
D	1.50	4.25	6.00	10.50	18.50	28.50
N	1.50	4.25	6.00	10.50	18.50	28.50

MERRILL, Lincoln, 6,194 fam., 95.1% radio, 5,890 radio fam.

WLIN, 1kw-D, 730kc

D	4.50	4.50	7.50	15.00	35.00	50.00
N	6.00	6.00	12.50	25.00	40.00	70.00

WLIN-FM, Chan. 264, 100.7mc, 9.7kw, Bonus

MILWAUKEE, Milwaukee, 240,565 fam., 98.7% radio, 237,437 radio fam.

3 AM affiliates, average 1-time rate

D	23.25	30.25	37.50	64.33	98.58	156.66
N	45.72	58.50	70.00	125.33	190.50	313.33

4 AM non-affiliates, average 1-time rate

D	10.43	10.12	16.22	32.50	52.50	83.33
N	12.75	12.33	21.66	41.66	70.00	100.00

WEMP, 250w, 1340kc, Headley-Reed, Hooper

D	10.80	12.00	15.00	30.00	60.00	
N	13.50	15.00	25.00	45.00	90.00	

WEMP-FM, Chan. 231, 94.1mc, 35kw, Headley-Reed, Bonus

WFOX, 250w-D, 860kc, Ra-Tel

D		8.00	16.00	32.00	48.00	80.00
N		10.00	20.00	40.00	60.00	100.00

WISN, 5kw, 1150kc, CBS, Katz

D	23.25	23.25	45.00	60.00	93.75	150.00
N	46.50	46.50	90.00	120.00	187.50	300.00

WISN-FM, Chan. 275, 102.9mc, 3kw, Katz, Bonus

WMAW, 5kw, 1250kc, ABC, Avery-Knodel

D	15.00	15.00	30.00	45.00	70.00	100.00
N	30.00	30.00	50.00	80.00	120.00	200.00

WMIL, 1kw-D, 1290kc, Forjoe, Hooper

D	12.00	12.00	20.00	40.00	60.00	100.00

WOKY, 1kw, 920kc, Weed

D	8.50	8.50	14.00	28.00	42.00	70.00
N	12.00	12.00	20.00	40.00	60.00	100.00

WTMJ, 5kw, 620kc, NBC, Petry

D	31.50	52.50		88.00	132.00	220.00
N	60.66	99.00		176.00	264.00	440.00

(Continued on page 230)

WKOW—Wisconsin's Most Powerful Station—Now CBS!

MADISON, WISCONSIN

Represented by Headley-Reed

WKOW

WISCONSIN

SPOT RATE FINDER

(Continued from page 229)

WTMJ-FM, Chan. 227, 93.3mc, 50kw, Bonus
WTMJ-TV, Chan. 3, 10.2kw-aur.; 16.1kw-vis., ABC, CBS, NBC, DuMont, Harrington, Righter, Parsons

	SB	1M	5M	15M	30M	1 Hr
D	40.00	40.00	56.25	90.00	135.00	225.00
N	80.00	80.00	112.50	180.00	270.00	450.00

NEENAH, Winnebago, 25,093 fam., 98.2% radio, 24,641 radio fam.
WNAM, 1kw, 1280kc, BMB

D	4.50	6.00	10.00	30.00	50.00	70.00
N	4.50	6.00	10.00	30.00	50.00	70.00

WNAM-FM, Chan. 253, 98.5mc, 3.2kw, (Storecasts)

OSHKOSH, Winnebago, 25,093 fam., 98.2% radio, 24,641 radio fam.
WOSH, 250w, 1490kc, ABC, Cooke, Conlan

D	6.00	6.00	13.00	22.00	35.00	60.00
N	8.00	8.00	16.00	32.00	48.00	80.00

WOSH-FM, Chan. 225, 92.9mc, 3.5kw, Cooke, Bonus

POYNETTE, Columbia, 9,475 fam., 97.4% radio, 9,228 radio fam.
WIBU, 250w, 1240kc

D	4.50	4.50	9.00	18.00	24.00	36.00
N	5.00	5.00	11.00	19.00	30.00	48.00

WWCF (FM), Chan. 235, 94.9mc, 37kw, Bonus

RACINE, Racine, 30,476 fam., 99% radio, 30,171 radio fam.
WRAC, 500w-D, 1460kc

D		9.00	15.50	28.00	42.00	70.00

WRJN, 250w, 1400kc, ABC, Walker, BMB

D	10.00	13.00	20.00	37.00	55.00	92.00
N	10.00	13.00	20.00	37.00	55.00	92.00

WRJN-FM, Chan. 264, 100.7mc, 15kw, Walker, Bonus

RHINELANDER, Oneida, 5,727 fam., 95.6% radio, 5,475 radio fam.
WOBT, 250w, 1240kc, MBS

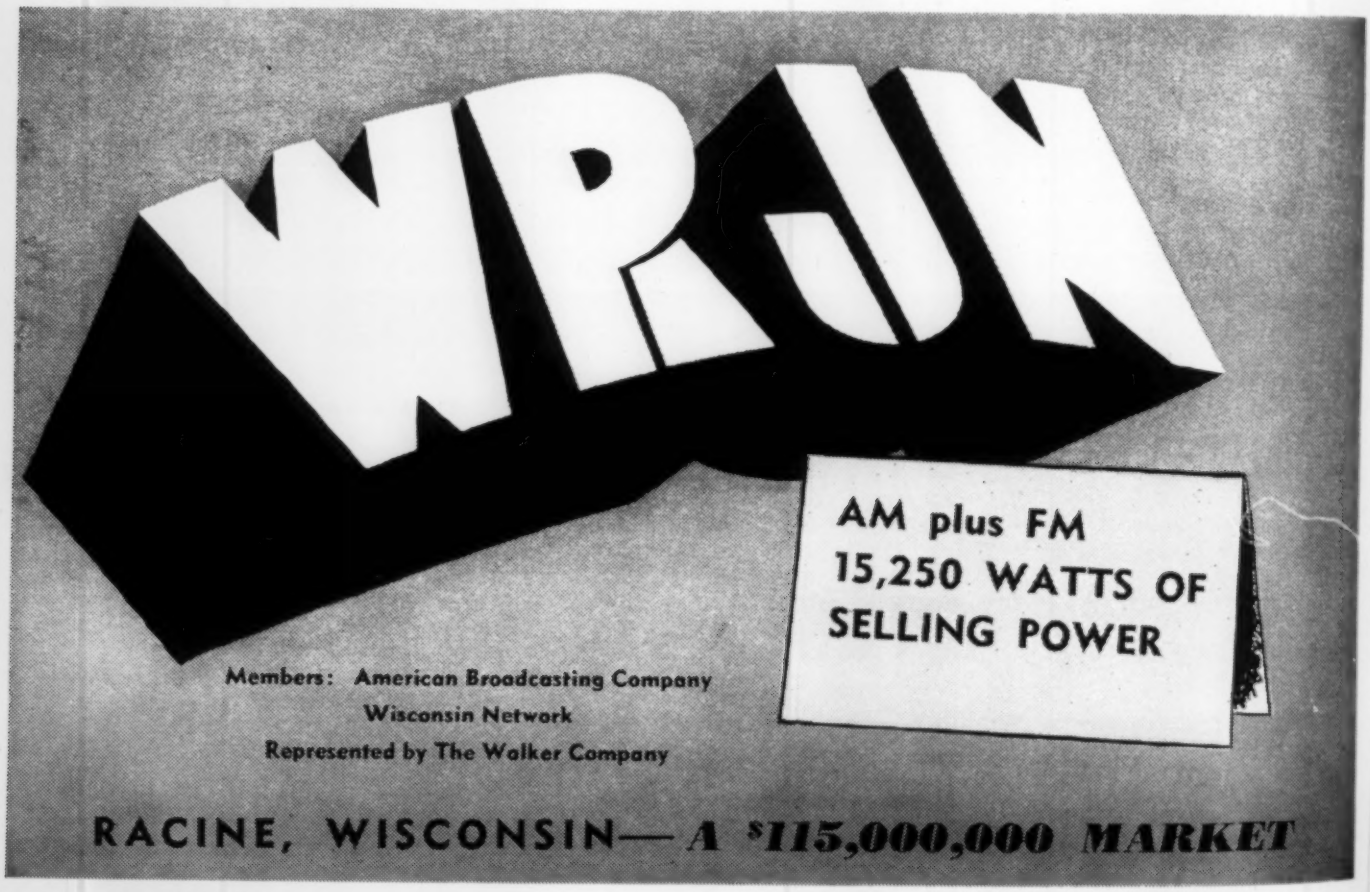
D	4.00	4.00	6.00	12.00	18.00	30.00
N	6.00	6.00	10.00	20.00	30.00	50.00

RICE LAKE, Barron, 9,687 fam., 96.4% radio, 9,338 radio fam.
WJMC, 250w, 1240kc, MBS, Ra-Tel, Bulmer-Johnson

D	2.95	5.70	12.10	24.15	39.80
N	3.95	7.60	16.10	32.20	55.20

WJMC-FM, Chan. 242, 96.3mc, 4.4kw, Ra-Tel, Bulmer & Johnson, Bonus

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.



Now you can Cover

SOUTHWESTERN WISCONSIN

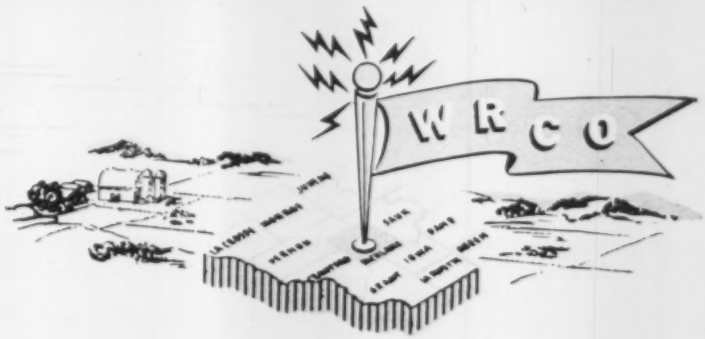
AT

LOCAL RATES!!

LOOK AT THE MAP . . .

LOOK AT OUR RATES . . .

. . . *then* buy WRCO



RICHLAND CENTER, WISCONSIN

1450 KILOCYCLES - - - 250 WATTS

MARKET INDICATORS FOR WISCONSIN

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	3,417,372	'50	3,137,587	'40
% of U. S.	2.28%	'50	2.39%	'40
Families	954,573	'50	826,940	'40
Percent Radio	97.7%	'49	95.5%	'46
Radio Families	932,617	'50	814,000	'46
Retail Sales	$3,440,207,000	'49	3,231,155,000	'49
Retail Trade Employes	169,917	'48	111,028	'39
Wholesale Sales Volume	$2,747,009,000	'48	825,000,000	'39
Wholesale Trade Employes	40,476	'48	27,182	'39
Employment (Mid-March)	819,815	'48	791,486	'47
Taxable Payrolls (1st quarter)	$ 526,720,000	'48	456,013,000	'47
Income	$4,763,000,000	'48	1,622,000,000	'40
Percent distribution	2.31%	'48	2.14%	'40
Per Capita Income	$1,443	'48	516	'40
Percent of national per capita income	102%	'48	90%	'40
New Construction (Private)	$ 297,100,000	'49	81,700,000	'39
Residential	$ 136,100,000	'49	40,400,000	'39
Non-Residential	$ 81,800,000	'49	14,700,000	'39
Value added by Manufacture	$2,260,574,000	'47	681,970,000	'39
Automobile Registration	1,124,641	'49	1,042,035	'48
Telephones	909,000	'49	676,800	'45

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

* * *

RICHLAND CENTER, Richland, 5,373 fam., 95.9% radio, 5,152 radio fam.

WRCO, 250w, 1450kc

	SB	1M	5M	15M	30M	1 Hr
D	3.50	4.00	6.00	12.00	18.00	30.00
N	5.00	6.00	10.00	20.00	30.00	50.00

SHAWANO, Shawano, 9,831 fam., 95.9% radio, 9,427 radio fam.

WTCH, 1kw-D, 960kc

D	5.00	6.25	13.50	26.50	42.00	38.00

SHEBOYGAN, Sheboygan, 22,462 fam., 98.5% radio, 22,125 radio fam.

WHBL, 1kw-D, 250w-N, 1330kc, ABC, Taylor, Conlan, BMB

D	6.00	6.00	16.00	24.00	36.00	60.00
N	10.00	10.00	24.00	36.00	54.00	90.00

WHBL-FM, Chan. 262, 100.3mc, 15kw, Bonus

STEVENS POINT, Portage, 9,733 fam., 95.9% radio, 9,333 radio fam.

WTWT, 250w-D, 1010kc, Holman

D	5.70	5.70	11.45	22.85	34.30	57.45

For Facts on the Madison Market
Contact
HEADLEY-REED
Representatives of Radio Station
WKOW

SUPERIOR, Douglas, 12,975 fam., 97% radio, 12,585 radio fam.

WDSM, 5kw, 710kc, ABC, Free & Peters, Hooper

	SB	1M	5M	15M	30M	1 Hr
D		6.00	10.00	20.00	30.00	50.00
N		10.00	20.00	40.00	60.00	100.00

WATERTOWN, Jefferson, 12,027 fam., 98.1% radio, 11,798 radio fam.

WTTN, 250w-D, 1580kc

D	4.00	5.00	9.00	14.00	26.00	50.00

WAUKESHA, Waukesha, 3,900 fam., 99% radio, 3,736 radio fam.

WAUX, 250w-D, 1510kc, Ra-Tel

D			6.00	11.00	18.00	36.00	70.00

WAUX-FM, Chan. 231, 95.3mc, 100w, Ra-Tel, Bonus

WAUSAU, Marathon, 22,439 fam., 96.6% radio, 21,676 radio fam.

WSAU, 250w, 1400kc, NBC, Meeker

D	6.00	6.75		14.00	24.00	40.00
N	8.00	9.00		24.00	36.00	60.00

WISCONSIN RAPIDS, Wood, 14,112 fam., 97% radio, 13,688 radio fam.

WFHR, 250w, 1340kc, MBS, Crossley

D	6.00	6.00	9.00	17.00	25.00	42.00
N	7.00	7.00	14.00	21.00	28.00	70.00

WFHR-FM, Chan. 277, 103.3mc, 2kw, Bonus 8,480 radio fam.

COVERING WISCONSIN'S LARGEST RADIO VOID
WTTN
129 Local Accounts
21 Regional and National
In the Heart of the Nation's Richest Farm Market
News — Accent on LOCAL
Music — Sports — Special Events
WTTN WATERTOWN, WISCONSIN

REPRESENTED BY DEVNEY & CO., NEW YORK

WISCONSIN RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Adams	7,897	8,449	2,205	2,072	94.0	3,154	3,997	287	
Ashland	19,380	21,801	5,413	5,185	95.8	20,532	19,050	3,024	
Barron	34,683	34,289	9,687	9,338	96.4	27,806	34,775	3,417	
Bayfield	13,715	15,627	3,831	3,658	95.5	8,414	6,660	1,040	
Brown	97,922	83,109	27,352	26,777	97.9	119,535	97,567	23,109	
Buffalo	14,698	16,090	4,105	3,957	96.4	9,156	8,617	1,017	
Burnett	10,199	11,382	2,848	2,711	95.2	5,433	5,905	558	
Calumet	18,797	17,618	5,250	5,139	97.9	12,574	15,991	2,458	
Chippewa	42,671	40,703	11,919	11,454	96.1	32,404	36,201	4,644	
Clark	32,380	33,972	9,044	8,582	94.9	21,690	25,405	2,396	
Columbia	33,924	32,517	9,475	9,228	97.4	31,684	35,078	4,597	
Crawford	17,661	18,382	4,933	4,745	96.2	10,143	11,184	1,739	
Dane	168,504	130,660	47,068	46,456	98.7	199,396	172,737	38,019	
Dodge	57,503	54,280	16,062	15,724	97.9	39,944	42,558	9,161	
Door	20,690	19,095	5,779	5,588	96.7	16,925	18,573	2,040	
Douglas	46,453	47,119	12,975	12,585	97.0	51,406	39,699	6,367	
Dunn	27,245	27,375	7,610	7,328	96.3	18,176	20,519	2,526	
Eau Claire	54,236	46,999	15,149	14,709	97.1	61,463	53,022	15,655	
Florence	3,737	4,177	1,043	998	95.7	1,957	1,996	135	
Fond du Lac	67,671	62,353	18,902	18,505	97.9	68,131	67,836	13,464	
Forest	9,408	11,805	2,627	2,500	95.2	6,573	5,811	1,199	
Grant	41,541	40,639	11,603	11,162	96.2	33,033	36,429	3,205	
Green	24,125	23,146	6,738	6,562	97.4	24,902	29,464	3,063	
Green Lake	14,738	14,092	4,116	3,971	96.5	13,372	15,775	2,069	
Iowa	19,555	20,595	5,462	5,265	96.4	11,928	12,641	1,174	
Iron	8,677	10,049	2,423	2,340	96.6	7,029	6,428	1,778	
Jackson	16,033	16,599	4,478	4,227	94.4	11,017	11,741	1,074	
Jefferson	43,059	38,868	12,027	11,798	98.1	44,239	44,589	8,542	
Juneau	18,911	18,708	5,282	5,033	95.3	12,384	14,613	1,298	
Kenosha	75,157	63,505	20,993	20,783	99.0	75,902	73,588	24,057	
Kewaunee	17,347	16,680	4,845	4,675	96.5	10,523	12,226	2,704	
La Crosse	67,597	59,653	18,881	18,503	98.0	74,863	69,333	18,175	
Lafayette	18,115	18,695	5,060	4,898	96.8	12,954	14,717	997	
Langlade	21,959	23,227	6,133	5,961	97.2	20,381	20,734	2,584	
Lincoln	22,176	22,536	6,194	5,890	95.1	17,436	19,913	3,803	
Manitowoc	66,607	61,617	18,605	18,307	98.4	70,251	59,975	17,258	
Marathon	80,332	75,915	22,439	21,676	96.6	65,023	68,992	15,215	

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

Win With A Winner

1. ***High Hoopers** ** — 6th Highest Hooperated Independent in the Nation between 6:00 and 10:00 P.M. In Milwaukee consistently No. 3 Morning, Afternoon and Evenings. No. 1 on individual program ratings competitive to National Network Shows.

2. ***Lower Costs*** — No other station in Milwaukee delivers audience at a lower cost per 1000. At the 250ti frequency, $9.75 buys a Nighttime minute — $7.80 a daytime minute.

3. ***Top Programming*** — 24 Hours of Music, News and Sports. Continuous popular, familiar music native to Milwaukee, interrupted only by clear, concise 5 min. newscast and leading play-by-play Sports broadcasts.

4. ***Personnel*** — Highest Paid Program Staff with exception one Network Station. Air Salesmen — not announcers. Full time local news staff.

** Based on Dec.-April Hooperatings and May-June Index*

WEMP

24 Hours of Music, News and Sports

HEADLEY REED, Nat'l. Reps. **HUGH BOICE, Gen'l. Mgr.**

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Marinette	35,716	36,225	9,976	9,636	96.6	29,536	28,699	6,215	3,652
Marquette	8,811	9,097	2,461	2,355	95.7	5,584	6,025	572	214
Milwaukee	861,226	766,885	240,565	237,437	98.7	1,104,853	921,287	324,556	225,073
Monroe	31,175	30,080	8,708	8,246	94.7	22,147	20,918	2,346	996
Oconto	26,212	27,075	7,321	7,042	96.2	14,151	17,369	2,363	1,122
Oneida	20,505	18,938	5,727	5,475	95.6	22,680	21,825	3,530	2,124
Outagamie	81,564	70,032	22,783	22,372	98.2	84,785	78,434	18,980	11,679
Ozaukee	23,302	18,985	6,508	6,390	98.2	18,368	21,308	4,611	2,892
Pepin	7,430	7,897	2,075	1,996	96.2	5,965	6,166	549	220
Pierce	21,409	21,471	5,980	5,764	96.4	16,848	17,190	1,706	737
Polk	24,880	26,197	6,949	6,719	96.7	17,855	21,430	2,074	841
Portage	34,845	35,800	9,733	9,333	95.9	26,972	26,157	5,273	3,007
Price	16,338	18,467	4,563	4,321	94.7	13,031	12,677	1,808	1,044
Racine	109,105	94,047	30,476	30,171	99.0	115,014	114,783	36,521	26,396
Richland	19,236	20,381	5,373	5,152	95.9	12,555	16,404	1,390	596
Rock	92,644	80,173	25,878	25,386	98.1	107,170	98,487	26,219	18,391
Rusk	16,762	17,737	4,682	4,457	95.2	11,739	12,696	1,182	569
St. Croix	25,890	24,842	7,231	7,057	97.6	19,165	21,432	2,013	997
Sauk	38,088	33,700	10,639	10,266	96.5	31,207	34,640	3,707	1,698
Sawyer	10,275	11,540	2,870	2,697	94.0	8,244	8,042	650	228
Shawano	35,198	35,378	9,831	9,427	95.9	22,071	23,409	2,955	1,388
Sheboygan	80,415	76,221	22,462	22,125	96.5	83,573	76,050	20,672	13,132
Taylor	18,441	20,105	5,151	4,852	94.2	10,219	11,672	1,690	900
Trempealeau	23,623	24,381	6,598	6,327	95.9	15,783	17,471	1,616	650
Vernon	27,879	29,940	7,787	7,421	95.3	16,698	17,872	2,281	890
Vilas	9,255	8,894	2,585	2,460	95.2	10,409	10,208	883	403
Walworth	41,413	33,103	11,567	11,347	98.1	42,527	45,580	6,414	3,491
Washburn	11,629	12,496	3,248	3,118	96.0	8,585	9,295	882	349
Washington	33,881	28,430	9,463	9,273	98.0	23,819	31,116	7,293	4,359
Waukesha	85,683	62,744	23,933	23,693	99.0	68,768	67,527	13,831	8,800
Waupaca	34,986	32,614	9,772	9,439	96.6	28,795	35,606	5,564	2,816
Waushara	13,962	14,268	3,900	3,736	95.8	8,473	10,673	801	272
Winnebago	89,833	80,507	25,093	24,641	98.2	97,920	87,936	28,988	18,858
Wood	50,524	44,465	14,112	13,688	97.0	42,965	46,432	12,053	8,182

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

WYOMING

SPOT RATE FINDER

CASPER, Natrona, 8,743 fam., 97.0% radio, 8,480 radio fam.

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	3.50	3.50	6.65	10.90	18.00	30.00
N	5.00	5.00	11.00	18.00	30.00	50.00

KSPR, 1kw, 1470kc, MBS, Sears-Avery, Intermountain Net, Conlan

D	3.50	3.50	6.50	10.80	18.00	30.00
N	5.00	5.00	11.00	18.00	30.00	50.00

KVOC, 250w, 1230kc, ABC

D	3.50	3.50	6.80	11.00	18.00	30.00
N	5.00	5.00	11.00	18.00	30.00	50.00

CHEYENNE, Laramie, 13,270 fam., 98.2% radio, 13,031 radio fam.

KFBC, 250w, 1240kc, ABC, McGillvra, Conlan

D	4.00	4.00	7.50	15.00	26.25	45.00
N	6.00	6.00	12.50	18.75	35.00	60.00

CODY, Park, 4,241 fam., 96.6% radio, 4,096 radio fam.

KODI, 250w, 1400kc

D	2.75	3.75	6.00	12.00	20.00	32.00
N	2.75	3.75	7.50	15.00	25.00	40.00

LANDER, Fremont, 5,441 fam., 94.9% radio, 5,163 radio fam.

KOVE, 250w, 1230kc, MBS

D	3.50	3.00	5.00	9.00	16.00	27.50
N	4.50	3.50	6.00	10.00	18.00	30.00

LARAMIE, Albany, 5,293 fam., 96.9% radio, 5,128 radio fam.

KOWB, 250w, 1340kc, MBS, Grant

D	4.50	6.00	8.00	16.00	24.00	40.00
N	6.00	7.50	11.00	22.00	33.00	55.00

POWELL, Park, 4,241 fam., 96.6% radio, 4,096 radio fam.

KPOW, 1kw, 1260kc, MBS, Avery-Knodel

D	4.00	4.00	7.50	15.00	26.00	45.00
N	4.00	4.00	7.50	15.00	26.00	45.00

RAWLINS, Carbon, 4,325 fam., 95.8% radio, 4,143 radio fam.

KRAL, 250w, 1240kc, ABC, McGillvra

D	2.75	2.75	6.00	12.00	18.00	30.00
N	4.00	4.00	8.00	16.00	24.00	40.00

RIVERTON, Fremont, 5,441 fam., 94.9% radio, 5,163 radio fam.

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

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KWRL, 250w, 1450kc

	SB	1M	5M	15M	30M	1 Hr
D	3.00	4.00	7.00	15.00	25.00	40.00
N	3.00	4.00	7.00	15.00	25.00	40.00

ROCK SPRINGS, Sweetwater, 6,127 fam., 97.1% radio, 5,949 radio fam.

KVRS, 1kw-D, 500w-N, 1360kc, MBS, Intermountain Net., Avery-Knodel, BMB

D	5.00	5.00	10.00	18.50	27.50	45.00
N	7.50	7.50	12.50	25.00	37.50	60.00

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SHERIDAN, Sheridan, 5,459 fam., 97.3% radio, 5,311 radio fam.

KWYO, 1kw-D, 500w-N, 1410kc, MBS, Avery-Knodel, BMB

	SB	1M	5M	15M	30M	1 Hr
D	3.75	3.75	7.50	15.00	26.25	45.00
N	5.00	5.00	10.00	20.00	35.00	60.00

TORRINGTON, Goshen, 3,515 fam., 97.6% radio, 3,430 radio fam.

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KGOS, 250w, 1490kc

	SB	1M	5M	15M	30M	1 Hr
D	2.50	3.00	7.50	15.00	25.00	40.00
N	2.50	3.00	7.50	15.00	25.00	40.00

WORLAND, Washakie, 2,026 fam., 96.6% radio, 1,957 radio fam.

KWOR, 250w, 1490kc

D	3.00	4.00	7.00	15.00	25.00	40.00
N	3.00	4.00	7.00	15.00	25.00	40.00

MARKET INDICATORS FOR WYOMING

CLASSIFICATIONS	FIGURES	YR.	FIGURES	YR.
Population	288,707	'50	250,742	'40
% of U. S.	0.19%	'50	0.19%	'40
Families	80,644	'50	69,220	'40
Percent Radio	97.1%	'49	91.4%	'45
Radio Families	78,305	'50	66,800	'46
Retail Sales	$ 360,031,000	'49	307,161,000	'48
Retail Trade Employes	14,159	'48	9,019	'39
Wholesale Sales Volume	$ 147,903,000	'48	37,000,000	'39
Wholesale Trade Employes	2,137	'48	1,204	'39
Employment (Mid-March)	47,671	'48	44,363	'47
Taxable Payrolls (1st quarter)	$ 29,619,000	'48	25,472,000	'47
Income	$ 426,000,000	'48	151,000,000	'40
Percent distribution	0.21%	'48	0.20%	'40
Per Capita Income	$1,494	'48	605	'40
Percent of national per capita income	106%	'48	105%	'40
New Construction (Private)	$ 17,800,000	'47	13,100,000	'47
Residential	$ 6,000,000	'47	3,600,000	'47
Non-Residential	$ 5,800,000	'48	1,800,000	'47
Value added by Manufacture	$ 34,957,000	'47	15,336,000	'47
Automobile Registration	114,206	'49	101,635	'41
Telephones	66,400	'49	44,100	'40

Note: 1949 Retail Sales, copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales, Dept. of Commerce, 1948 Census of Business.

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WYOMING RADIO MARKET DATA BY COUNTIES

County	1950 Population	1940 Population	1950 Families	1950 Radio-Families	% Radio	1949 Retail Sales (Est.) ($000)	1948 Retail Sales U. S. ($000)	Employment Mid-March 1948	Taxable Payrolls—1st Qtr. 1948 ($000)
Albany	18,952	13,946	5,293	5,128	96.9	22,748	18,340	2,567	1,227
Big Horn	13,188	12,911	3,683	3,583	97.3	12,038	10,307	1,263	772
Campbell	4,849	6,048	1,354	1,320	97.5	5,720	5,764	385	161
Carbon	15,485	12,644	4,325	4,143	95.8	20,496	15,291	2,036	1,124
Converse	5,852	6,631	1,634	1,593	97.5	7,754	6,406	625	323
Crook	4,738	5,463	1,323	1,262	95.4	2,944	3,507	281	163
Fremont	19,480	16,095	5,441	5,163	94.9	16,031	17,907	1,348	855
Goshen	12,586	12,207	3,515	3,430	97.6	10,203	12,596	1,014	491
Hot Springs	5,207	4,607	1,454	1,411	97.1	5,036	5,799	767	446
Johnson	4,725	4,980	1,319	1,275	96.7	5,188	4,752	356	144
Laramie	47,509	33,651	13,270	13,031	98.2	60,829	46,425	7,502	4,276
Lincoln	8,973	10,286	2,506	2,458	98.1	9,635	8,094	1,586	986
Natrona	31,300	23,858	8,743	8,480	97.0	54,324	40,767	6,491	4,107
Niobrara	4,684	5,988	1,308	1,273	97.4	7,203	5,828	1,250	940
Park	15,185	10,976	4,241	4,096	96.6	19,985	19,305	2,039	1,226
Platte	7,883	8,013	2,201	2,126	96.6	8,760	8,374	902	517
Sheridan	19,546	19,255	5,459	5,311	97.3	29,773	23,097	2,752	1,442
Sublette	2,450	2,778	684	661	96.7	2,622	2,044	182	79
Sweetwater	21,938	19,407	6,127	5,949	97.1	31,283	24,205	4,709	3,047
Teton	2,538	2,543	708	680	96.1	3,553	3,643	213	100
Uinta	7,295	7,223	2,037	1,973	96.9	8,932	7,918	781	364
Washakie	7,255	5,858	2,026	1,957	96.6	7,734	8,981	667	346
Weston	6,703	4,958	1,872	1,812	96.8	5,472	5,611	561	290
Yellowstone National Park	344	416	96	96	100.0	1,768	2,200	17	8

Sources: 1950 Population, field reports, 1950 Census; 1940 Population, 1940 Census; 1950 Families and 1950 Radio Families, BROADCASTING estimate; Percent Radio, BMB; 1949 Retail Sales copyright 1950 "Sales Management." Further reproduction unlicensed. 1948 Retail Sales; Employment, Mid-March 1948 and Taxable Payrolls, 1st-Quarter 1948, Dept. of Commerce.

ALASKA

Population**	**127,000**	**'50**	**72,524**	**'39**
Families	**35,474**	**'50**		
Retail Sales*	**$97,500,000**	**'49**	**$ 85,000,000**	**'48**
Employment (Mid-March)	**14,451**	**'48**	**15,716**	**'47**
Taxable Payrolls (1st quarter)	**$12,167,000**	**'48**	**$ 11,204,000**	**'47**
Per Capita Income*	**$1,650**	**'49**	**$1,604**	**'48**

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**** Census Bureau estimate.**

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SPOT RATE FINDER

ANCHORAGE, 19,500, 1949 population *

2 AM affiliates, average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	6.25	8.75	12.50	25.00	37.50	62.50
N	9.50	14.02	22.50	37.50	60.00	100.00

KBYR, 250w, 1240kc, Cooke

D			8.40	14.00	21.00	35.00
N			10.00	20.00	30.00	50.00

KENI, 5kw, 550kc, ABC, MBS, NBC, Young

D	5.00	7.00	10.00	20.00	30.00	50.00
N	7.00	11.25	18.00	30.00	45.00	80.00

(Combination with KFAR, Fairbanks, Alaska)

KFQD, 5kw, 790kc, CBS, NBC, Pan American, Scott

D	7.50	10.50	15.00	30.00	45.00	75.00
N	12.00	16.80	27.00	45.00	75.00	120.00

FAIRBANKS, 9,000, 1949 population*

2 AM affiliates average 1-time rate

	SB	1M	5M	15M	30M	1 Hr
D	5.50	8.00	12.12	22.00	33.00	55.00
N	8.00	11.62	18.50	31.00	50.00	90.00

KFAR, 10kw, 660kc, ABC, Don Lee, NBC, Young

D	6.00	9.00	14.25	24.00	36.00	60.00
N	8.00	12.00	19.00	32.00	50.00	100.00

KFRB, 1kw, 1290kc, CBS, NBC, Pan American, Scott

D	5.00	7.00	10.00	20.00	30.00	50.00
N	8.00	11.25	18.00	30.00	50.00	80.00

JUNEAU, 7,000, 1949 population *

KINY, 5kw, 1460kc, CBS, NBC, Pan American, Scott

D	6.25	8.75	12.50	25.00	37.50	60.00
N	10.00	13.60	22.50	37.50	60.00	100.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.

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KETCHIKAN 7,000, 1949 population*

KTKN, 1kw, 930kc, CBS, NBC, Pan American, Scott

	SB	1M	5M	15M	30M	1 Hr
D	5.00	7.00	10.00	20.00	30.00	50.00
N	8.00	11.25	18.00	30.00	50.00	80.00

SEWARD

KIBH, 250w, 1340kc, CBS, NBC, Pan American, Scott

D	3.75	5.25	7.50	15.00	22.50	40.00
N	6.00	8.50	15.00	25.00	40.00	60.00

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SITKA, 2,500, 1949 population *

KALA, 250w, 1400kc
(No rates available)

KIFW, 250w, 1230kc, CBS, NBC, Pan American, Scott

	SB	1M	5M	15M	30M	1 Hr
D	3.75	5.25	7.50	15.00	22.50	40.00
N	6.00	8.50	15.00	25.00	40.00	60.00

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HAWAII

Population	493,437	'50	423,330	'40
Families	137,831			
Retail Sales*	$382,400,000	'49	$424,940,000	'48
Wholesale Sales*	$209,846,000	'49	$242,355,000	'48
Employment (Mid-March)	89,046	'48	84,399	'47
Taxable Payrolls (1st quarter)	$58,335,000	'48	$54,343,000	'47

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SPOT RATE FINDER

HILO
(HBC, 1kw, 970kc, CBS, Free & Peters (Combined rates with KGMB, Honolulu)

	SB	1M	5M	15M	30M	1 Hr
D	12.00	15.00	16.50	33.00	49.50	82.50
N	24.00	30.00	33.00	66.00	99.00	165.00

KIPA, 1kw, 1110kc, Aloha, Walker

	SB	1M	5M	15M	30M	1 Hr
D	3.25	3.90	6.88	13.00	19.50	32.50
N	6.50	7.80	13.00	26.00	39.00	65.00

HONOLULU, 355,036 Honolulu County 1949 population *

4 AM affiliates, average 1-time rate.

	SB	1M	5M	15M	30M	1 Hr
D	8.80	11.18	13.82	26.38	39.77	89.03
N	17.60	22.12	27.63	52.77	78.78	144.31

KGMB, 5kw, 590kc, CBS, Free & Peters, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	10.20	12.75	14.03	28.05	42.08	70.13
N	20.40	25.50	28.05	56.10	84.15	140.25

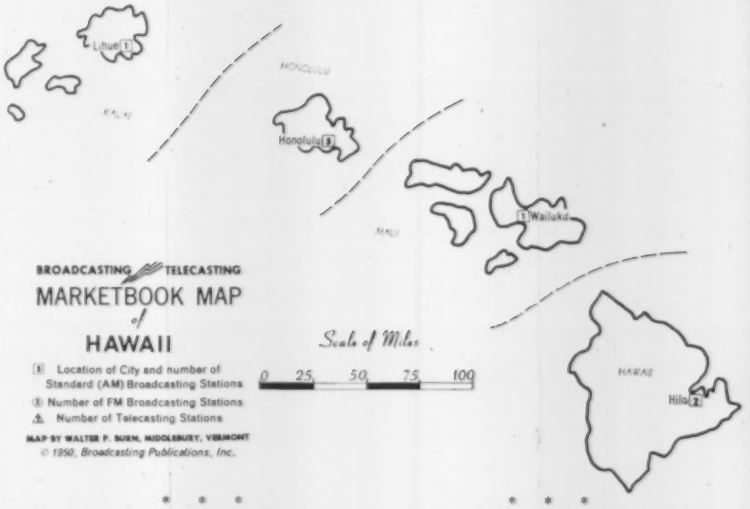
KGU, 2.5kw, 760kc, NBC, Katz

	SB	1M	5M	15M	30M	1 Hr
D	7.50	10.00	12.50	20.00	32.00	51.00
N	15.00	18.00	25.00	40.00	61.00	102.00

KHON, 5kw, 1380kc, Aloha, Walker, Hooper

	SB	1M	5M	15M	30M	1 Hr
D	5.00	7.50	10.00	20.00	30.00	50.00
N	10.00	15.00	20.00	40.00	60.00	100.00

Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.



* * *

KPOA, 5kw, 630kc, MBS, Hollingbery

	SB	1M	5M	15M	30M	1 H
D	7.50	10.00	13.75	27.50	40.00	67.50
N	15.00	20.00	27.50	55.00	80.00	135.00

KULA, 10kw, 690kc, ABC, Avery-Knodel

	SB	1M	5M	15M	30M	1 Hr
D	10.00	12.50	15.00	30.00	45.00	100.00
N	20.00	25.00	30.00	60.00	90.00	200.00

LIHUE
KTOH, 250w, 1490kc, Aloha, Walker

	SB	1M	5M	15M	30M	1 Hr
D	3.75	4.50	6.00	12.00	18.00	30.00
N	7.50	9.00	12.00	24.00	36.00	60.00

WAILUKU
KMVI, 1kw, 550kc, Aloha, Walker

	SB	1M	5M	15M	30M	1 Hr
D	3.60	5.40	7.20	14.40	21.60	36.00
N	8.10	10.80	14.40	28.80	43.20	72.00

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PUERTO RICO

Population	2,205,398	'50	1,869,255	'40
Families	616,032	'50		
Retail Sales*	$505,100,000	'49	$535,000,000	'48
Per Capita Income*	$282	'49	$285	'48

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* * *

SPOT RATE FINDER

AQUADILLA
WABA, 250w, 1240kc
(No rates available)

ARECIBO, 38,900, 1949 population *
WCMN, 1kw, 1280kc

	SB	1M	5M	15M	30M	1 Hr
D	2.50	3.00		7.50	12.50	20.00
N	3.00	4.00	5.00	12.50	25.00	40.00

WKUM, 10kw, 1070kc
(No rates available)

BAYAMON
WENA, 250w, 1560kc

D	1.00	3.75	6.50	12.50	25.00
N	1.50	5.00	12.50	25.00	50.00

CAGUAS, 29,200, 1949 population *
WJFR, 250w, 1240kc
(No rates available)

WRIA, 250w, 1450kc

D	1.75	3.00	7.00	13.00	25.00
N	2.50	5.00	10.00	19.00	37.50

WVJP, 250w, 1110kc
(No rates available)

FAJARDO
WMDD, 250w, 1490kc

D	3.00	2.00	3.25	5.00	10.00	20.00
N	5.00	3.00	4.50	8.75	17.50	35.00

GUAYAMA
WXRF, 1kw, 1590kc

	SB	1M	5M	15M	30M	1 Hr
D	1.50		2.50	5.00	9.00	17.50
N	2.50		5.00	12.50	25.00	50.00

MAYAGUEZ, 63,800, 1949 population *
WAEL, 250w, 1400kc

D	1.13	2.53	5.06	10.13	20.25
N	2.03	4.69	9.38	18.75	37.50

WKJB, 1kw, 710kc, Inter-American

	SB	1M	5M	15M	30M	1 Hr
D	1.30	1.50	2.50	6.25	12.50	25.00
N	2.25	2.50	3.75	9.38	18.75	37.50

WORA, 1kw, 1150kc, Guzman

D	1.30	1.25	3.38	6.75	11.25	22.50
N	2.50	2.25	6.38	12.75	21.25	42.50

WPRA, 10kw, 990kc, Continental

D	2.00	5.00	7.50	12.50	25.00
N	4.00	10.00	15.00	25.00	50.00

PONCE, 77,100, 1949 population *
WPAB, 5kw, 1370kc

D	4.00	5.00	10.00	18.00	35.00
N	5.00	7.00	13.00	25.00	50.00

WPRP, 5kw, 910kc, Guzman

D	2.00	4.00	5.00	10.00	18.00	35.00
N	2.50	5.00	7.00	13.00	25.00	50.00

RIO PIEDRAS, 27,100, 1949 population *
WRIO, 1kw-D, 500w-N, 1140kc

D	2.50	7.50	13.75	25.00
N	5.00	15.00	27.50	50.00

WWWW, 250w, 1520kc
(No rates available)

SAN JUAN, 241,500, 1949 population *

3 AM affiliates, average 1-time rate.

D	7.23	14.43	26.66	50.00
N	14.43	28.90	53.33	100.00

2 AM non-affiliates, average 1-time rate.

	SB	1M	5M	15M	30M	1 Hr
D				14.75	18.37	36.25
N				20.50	40.00	75.00

WAPA, 10kw, 680kc, ABC, MBS

D	7.50	15.00	27.50	50.00
N	15.00	30.00	55.00	100.00

WIAC, 5kw, 580kc, Guzman

D	7.75	13.00	25.00	50.00
N	15.00	25.00	50.00	100.00

WITA, 250w, 1400kc

D	6.50	11.75	22.50
N	16.00	30.00	50.00

WKAQ, 5kw, 620kc, CBS, Inter-American

D	6.70	13.30	25.00	50.00
N	13.30	26.70	50.00	100.00

WNEL, 5kw, 860kc, NBC, Weed

D	7.50	15.00	27.50	50.00
N	15.00	30.00	55.00	100.00

SANTURCE
WIBS, 10kw, 740kc, Pan American

D	7.50	15.00	27.50	50.00
N	15.00	30.00	55.00	100.00

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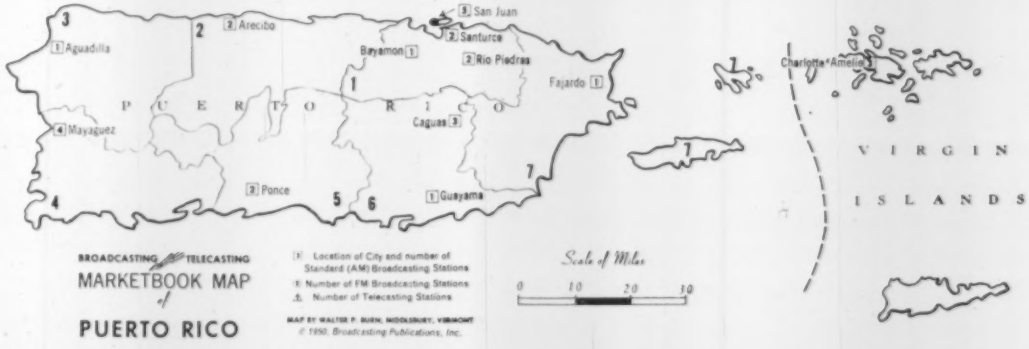
Note: All Rates one-time. Sources: Families and radio families estimated from field tabulations of 1950 U. S. Census. Percent radio BMB. For complete explanation see foreword.



EXCLUSIVE

IN

— SAN FRANCISCO —

LONG ESTABLISHED
FOREIGN AUDIENCE PROGRAMS

IN

ITALIAN - - *175,000

SPANISH - - 85,000

CHINESE - - 40,000

GREEK - - 25,000

FRENCH - - 25,000

* Source of population figures:
U.S. Census Bureau
SF Chamber of Commerce

KSAN

DOMINATES THE FOREIGN AUDIENCE IN ONE OF THE NATION'S RICHEST MARKETS

+

Affiliated with
The Foreign Language Network

KSAN
SAN FRANCISCO!

Foreign Language Broadcasting in Major U. S. Cities

ALABAMA

BIRMINGHAM
WKAX, 1kw-D, 900kc

Lang.	Listeners	Mins. Wkly.
Greek	.....	30

ARIZONA

CLIFTON
KCLF, 250w, 1400kc

Spanish	.....	840

DOUGLAS
KAWT, 250w, 1450kc

Spanish	17,400	150

GLOBE
KWJB, 250w, 1240kc

Spanish	15%	240

MESA
KTYL, 1kw, 1310kc

Spanish, French, Jewish, Yugoslavian	60,000	1080

NOGALES
KNOG, 250w, 1340kc

Spanish	50,000	1680

PHOENIX
KIFN, 250w-D, 860kc

Spanish	65,000	Total Schedule

PRESCOTT
KYCA, 250w, 1490kc

Spanish	2,000	180

SAFFORD
KGLU, 1kw, 1480kc

Spanish	5,000	180

TUCSON
KCNA, 250w, 1340kc

Spanish	25,000	360

KOPO, 250w, 1450kc

Spanish	36,000	975

KTKT, 250w, 1490kc

Spanish	15,000	780
Italian	.....	30

KTUC, 250w, 1400kc

Spanish	25,000	180

KVOA, 1kw, 1290kc

Spanish	.....	1470

Number of listeners is station estimate. For source write direct to station manager.

CALIFORNIA

AUBURN
KDIA, 250w, 1490kc

Lang.	Listeners	Mins. Wkly.
Spanish	5,000	90

BANNING
KPAS, 250w, 1490kc

Spanish	4,000	180

BARSTOW
KWTC, 250w, 1230kc

Spanish	4,000	360

BERKELEY
KRE, 250w, 1400kc

Italian & Portuguese	250,000	780

BLYTHE
KYOR, 250w, 1450kc

Spanish	.....	180

BRAWLEY
KROP 1kw, 1300kc

Spanish	123,000-Mex. 31,000-U.S.	6 Days

BURBANK
KWIK, 250w, 1490kc

Spanish	450,000	1200
Jewish	250,000	150

CALEXICO
KICO, 250w, 1490kc

Spanish	160,000	2520

CORONA
KBUC, 500w, 1370kc

Spanish	72,000	120

DELANO
KCHJ, 1kw-D, 1010kc

Spanish	.....	420

DINUBA
KRDU, 250w, 1240kc

Spanish	15,000	600
Armenian	.....	60
Swedish	.....	15
German	.....	15

FORT BRAGG
KDAC, 250w, 1230kc

Italian	10%	30

FRESNO
KGST, 1kw, 1600kc

Spanish, Portugese, Italian, Armenian, German, Japanese & Chinese	450,000	.....

KYNO, 1kw, 1300kc

Spanish	25,000	420

HANFORD
KNGS, 1kw, 620kc

Spanish, Portugese, Italian	50%	720

LODI
WCVR, 1kw-D, 1570kc

Spanish, Portuguese	.....	300

LOS ANGELES
KFVD, 5kw, 1020kc

Spanish	500,000	360

MERCED
KYOS, 5kw, 1480kc

Spanish, Italian & Portuguese	.....	720

MODESTO
KMOD, 1kw, 1360kc

Spanish & Portuguese	30,000	30

MONTEREY
KMBY, 250w, 1240kc

Spanish, Portuguese & Italian	10,000	195

MOUNT SHASTA
KWSD, 250w, 1340kc

Italian	10%	60

NAPA
KVON, 500w, 1440kc

Italian	30,000	150

NEEDLES
KSFE, 250w, 1340kc

Spanish	25%	210

OAKLAND
KROW, 1kw, 960kc

Lang.	Listeners	Mins. Wkly.
Italian	130,000	180

KWBR, 1kw, 1310kc

Spanish, Portuguese & Italian	.....	1080

ONTARIO
KOCS, 250w, 1511kc

Italian	30,000	90

PASADENA
KALI, 1kw-D, 1430kc

Spanish	400,000	1895

PETALUMA
KAFF, 250w, 1490kc

Italian	.....	150

PITTSBURG
KECC, 1kw, 990kc

Spanish	28,700	90
Italian	63,500	60

POMONA
KPMO, 500w, 1600kc

Italian & Spanish	10,000	1330

PORTERVILLE
KTIP, 250w, 1450kc

Spanish	69,000	210

RIVERSIDE
KPRO, 1kw, 1440kc

Spanish	182,000-U.S. 120,000-Mex.	315

SALINAS
KSUW, 1kw, 1380kc

Mexican	8,000	330

SAN BERNARDINO
KCSB, 500w, 1350kc

Spanish	50,000	900

KFXM, 1kw, 590kc

Mexican	40,000	420

KITO, 5kw, 1290c

Spanish	25,000	510

KRNO, 250w, 1240kc

Spanish & Greek	25,000	600

SAN FERNANDO
KGIL, 1kw, 1260kc

Spanish	35,000	420

SAN FRANCISCO
KSAN, 250w, 1450kc

French, Chinese, Portuguese, Italian, Greek & Spanish	.....	1200

SAN JOSE
KEEN, 1kw, 1370kc

Spanish & Italian	45,000	420

KSJO, 1kw-D, 500w-N, 1590kc

Spanish, Italian & Portuguese	110,000	840

SAN RAFAEL
KTIM, 1kw-D, 1510kc

Portuguese	100,000	150

SANGER
KSGN, 1kw-D, 900kc

Spanish	25,000	1200

SANTA ANA
KVOE, 1kw, 1480kc

Spanish	25,000	255

SANTA BARBARA
KIST, 250w, 1340kc

Spanish	30,000	450

KTMS, 1kw, 1250kc

Italian	.....	60
Spanish	.....	60

SANTA CRUZ
KDON, 5kw, 1460kc

Spanish & Portuguese	15,000	60

SANTA MARIA
KCOY, 250w, 1400kc

Spanish & Mexican	10,000	60

KSMA, 250w, 1240kc

Spanish	10,000	30

---next to MEXICO CITY

LOS ANGELES

Has The
LARGEST
Mexican Population
in the
WORLD!

•

CONTACT
THIS
HALF-MILLION MARKET
THROUGH

Eddie Rodriguez

"Buenos Dias" THE ONLY SPANISH LANGUAGE PROGRAM BY A LOS ANGELES STATION COVERING SOUTHERN CALIFORNIA

KFVD —*The Center-Dial Station* IN LOS ANGELES

REPRESENTED BY
Joseph Hershey McGillvra, Inc.

SANTA MONICA

KOWL, 5kw-D, 1580kc	Listeners	Mins. Wkly.
Lang.		
Yiddish, Spanish, Kolo, Hungarian, German, Italian, Japanese, Armenian, Scandinavian	.....	1800

SANTA ROSA

KSRO, 1kw, 1350kc		
Portuguese	15,000	60
Italian	60,000	45

STOCKTON

KGDM, 5kw, 1140kc		
Spanish, Italian & Portuguese	.....	195
KSTN, 1kw, 1420kc		
Spanish & Filipino	5,000-Filip. 6,000-Sp.	160

TAFT

KTKR, 500w-D, 1310kc		
Spanish	55,000	840

TULARE

KCOK, 1kw, 1270kc		
Portuguese	3,500	210

TURLOCK

KTUR, 1kw, 1390kc		
Portuguese & Spanish	5,000-Port. 10,000-Sp.	465

VENTURA

KVEN, 250w, 1450kc		
Spanish	30,000	720
KVVC, 1kw, 1590kc		
Spanish	35%	480

VISALIA

KKIN, 250w, 1400kc		
Spanish & Portuguese	.....	450

WATSONVILLE

KHUB, 250w, 1340kc		
Portuguese, Spanish, Jugo & S'av	4,000	120

YUBA CITY

KUBA, 500w, 1600kc		
Spanish	10,000	280

COLORADO

ALAMOSA

KGIW, 250w, 1450kc		
Spanish	24,000	420

DENVER

KMYR, 250w, 1340kc		
Spanish & Italian	43,000-Sp. 41,000-Ital.	735
KTLN, 1kw-D, 990kc		
Spanish	150,000	690

FT. COLLINS

KCOL, 1kw, 1410kc		
Spanish	15,000	180

FT. MORGAN

KFTM, 500w-D, 1260kc		
German & Spanish	12,000	60

GREELEY

KFKA, 1kw, 1310kc		
Spanish	.....	30
German	.....	30
KYOU, 250w, 1450kc		
Spanish	.....	225

LA JUNTA

KOKO, 250w, 1400kc		
Spanish	5,000	210

LAMAR

KLMR, 250w, 1340kc		
Lang.	Listeners	Mins. Wkly.
Spanish	5,000	30

LONGMONT

KLMO, 250w-D, 1050kc		
Spanish	.....	30

MONTROSE

KUBC, 250w, 1240kc		
Spanish	2,000	75

PUEBLO

KCSJ, 1kw, 590kc		
Spanish	100,000	60
Italian	100,000	60
KDZA, 250w, 1230kc		
Spanish	20,000	210
Italian	10,000	30
KGHF, 5kw-D, 1kw-N, 1350kc		
Spanish	12,000	60
Slovenian	10,000	60

SALIDA

KVRH, 250w, 1340kc		
Spanish	3,000	.....

TRINIDAD

KCRT, 250w, 1240kc		
Italian	5,000	252
Spanish	6,500	390

WALSENBURG

WPHC, 250w, 1450kc		
Spanish	10,000	360

CONNECTICUT

BRIDGEPORT

WLIZ, 1kw-D, 1300kc		
Hungarian, Italian & Albanian	52,000	510

BRISTOL

WBIS, 500w-D, 1440kc		
Italian	.....	60

DANBURY

WLAD, 250w, 800kc		
Arabic	6,000	30

MERIDEN

WMMW, 1kw-D, 1470kc		
Polish	200,000	.....

MIDDLETOWN

WCNX, 500w-D, 1150kc		
Italian	34%	30
Polish	15%	30

NEW BRITAIN

WKNB, 1kw-D, 840kc		
Polish	81,481	180
Italian	169,689	180

NEW HAVEN

WAVZ, 1kw-D, 1260kc		
Jewish, Italian & Polish	28,000-Jewish 60000-Italian 3,140-Polish	150
WNHC, 250w, 1340kc		
Italian	85,000	1515

NEW LONDON

WNLC, 250w, 1490kc		
Polish & Italian	20,000	120

NORWALK

WNLK, 500w, 1350kc		
Italian	175,000	360
Hungarian	80,000	60
Polish	35,000	60

NORWICH

WICH, 250w, 1400kc		
Lang.	Listeners	Mins. Wkly.
Polish, Italian & French	20%	480

TORRINGTON

WLCR, 1kw-D, 990kc		
Italian	33%	240
Polish	18%	60
WTOR, 250w, 1490kc		
Polish	5,000	60

WATERBURY

WWCO, 250w, 1240kc		
Italian, Polish & Lithuanian	40%	240

DELAWARE

WILMINGTON

WTUX, 500w-D, 1290kc		
Polish & Italian	25,000-Ital. 20,000-Pol.	360

D. C.

WASHINGTON

WINX, 250w, 1340kc		
Spanish	30,000	45

FLORIDA

CLEARFIELD

WTAN, 250w, 1340kc		
Greek	5,000	60

FT. LAUDERDALE

WBRD, 250w-D, 1580kc		
Spanish	.....	15

HOLLYWOOD

WINZ, 1kw, 940kc		
Italian & Spanish	20%	60

JACKSONVILLE

WJPH, 5kw, 1320kc		
Greek	.....	30

KEY WEST

WKWF, 500w, 1600kc		
Lang.	Listeners	Mins. Wkly.
Spanish	10,000	105

MIAMI

WFEC, 250w-D, 1220kc		
Italian	65,000 (combined)	60
Hungarian		30
Jewish		60
WIOD, 5kw, 610kc		
Spanish	.....	65
WTVJ (TV), Chan. 4, 2.2kw-vis.; 1, 1kw-aur.		
Spanish	40,000	30

MIAMI BEACH

WKAT, 5kw-D, 1kw-N, 1360kc		
Spanish	30,000	.....
WMBM, 1kw-D, 800kc		
Jewish	50,000	60
Polish		30
Spanish	50,000	60
Hungarian	5,000	30

TAMPA

WALT, 1kw-D, 1110kc		
Spanish	50,000	630
WEBK, 1kw-D, 1590kc		
Spanish & Italian	40,000	420

GEORGIA

ATLANTA

WATL, 5kw, 1380kc		
Greek	75,000	60

IDAHO

COEUR d' ALENE

KVNI, 250w, 1240kc		
Swedish	15,000	105

(Continued on page 238)

KOWL

The Most Powerful
FOREIGN LANGUAGE
STATION *in the* WEST

KOWL is the only station in Los Angeles majoring in *language programs* that *completely covers* Southern California.

KOWL therefore gives you exclusive coverage of
1. City of Los Angeles
2. Los Angeles County
3. San Diego in Orange County
WITH A 0.5 MV SIGNAL

Unlike New York and Chicago there is no large concentration of any language group in the city of Los Angeles. Foreign language groups are scattered throughout Los Angeles County and Southern California and to reach them it is essential to have POWER AND PROGRAMMING. KOWL has both!

Owned and Operated by Art. Croghan

KOWL 5000 WATTS Clear Channel
LOS ANGELES — SANTA MONICA, CAL.

ONLY JOE ADAMS, ON KOWL, REACHES ALL NEGROES!

FOREIGN LANGUAGE

(Continued from page 237)

ILLINOIS

CHICAGO

WEDC, 250w, 1240kc

Lang.	Listeners	Mins. Wkly.
Polish, Bohemian, Italian, Russian, Greek, Ukranian	.....	.....

WGES, 5kw, 1390kc

Polish, Lithuanian, German, Italian, Jewish, Swedish, Jugoslav, Hungarian, Ukranian, Croatian, & Spanish	.....	.....

WSBC, 250w, 1240kc

Italian	375,000	630
Polish	720,000	240
German	700,000	180
Czech-Slovak	200,000	180
Jewish	430,000	240
Greek	100,000	180
Swedish	220,000	30

Number of listeners is station estimate. For source write direct to station manager.

CICERO

WHFC, 250w, 1450kc

Lang.	Listeners	Mins. Wkly.
Czech	.....	660
Polish	.....	840
Lithuanian	.....	435
Jewish	.....	180
Greek	.....	210
Spanish	.....	30
Italian	.....	300

EAST ST. LOUIS

WTMV, 250w, 1490kc

Polish	1,400,000	120

ELMWOOD PARK

WLEY(FM), Chan. 296, 107.1mc, 1kw

Polish, Italian, Bohemian	1,000,000	720

GALESBURG

WGIL, 250w, 1400kc

Swedish	10%	30

JOLIET

WJOL, 250w, 1340kc

Croatian & Slovak	15%	120

MARION

WGGH, 500w-D, 1150kc

Lang.	Listeners	Mins. Wkly.
Italian	10,000	15

MOLINE

WQUA, 250w, 1230kc

Swedish	.....	60

PEORIA

WWXL, 1kw, 1590kc

Italian	.....	90

ROCKFORD

WROK, 1kw-D, 500w-N, 1440kc

Italian	2,000	30

INDIANA

GARY

WWCA, 1kw, 1270kc

Polish, Croatian, Serbian, Greek	100,000	300

HAMMOND

WJOB, 250w, 1230kc

Polish	.....	150
Slovak	.....	60
Spanish	.....	30
Hungarian	.....	90

MICHIGAN CITY

WIMS, 1kw-D, 1420kc

Polish	.....	60

SOUTH BEND

WHOT, 250w, 1490kc

Polish	20,000	180
Hungarian	5,000	30

WSBT, 5kw, 960kc

Polish	30,000	50
Hungarian	15,000	35

IOWA

AMES

KASI, 1kw-D, 1430kc

Norwegian	15%	30

CEDAR RAPIDS

KCRG, 5kw, 1600kc

Czechoslovakian	9,749	120

KWCR, 250w, 1450kc

Czechoslovakian	30,000	180

DES MOINES

KWDM, 1kw, 1150kc

Italian & Scandinavian	11,000 70,000	390

IOWA CITY

KXIC, 1kw-D, 800kc

Czechoslovakian	100,000	90

KANSAS

LEAVENWORTH

KCLO, 500w-D, 1410kc

French	.....	870

LOUISIANA

ALEXANDRIA

KALB, 5kw-D, 1kw-N, 580kc

French	100,000	25

KVOB, 1kw, 970kc

French	30,000	60

CROWLEY

KSIG, 250w, 1450kc

French	70%	380

HOUMA

KCIL, 250w, 1490kc

Lang.	Listeners	Mins. Wkly.
French	57,712	90

LAFAYETTE

KLFY, 250w-D, 1390kc

French	450,000	120

KVOL, 1kw, 1330kc

French (Acadian)	45,000	315

LAKE CHARLES

KPLC, 5kw-D, 1kw-N, 1470kc

French	35%	180

NEW ORLEANS

WJMR, 250w-D, 990kc

Spanish	67,000	30

OPELOUSAS

KLSO, 250w, 1230kc

French	85%	400

SHREVEPORT

KCIJ, 5kw, 980kc

Spanish & French	Less than 1%	

MAINE

BIDDEFORD

WIDE, 250w, 1400kc

French	.....	360

LEWISTON

WCOU, 250w, 1240kc

French	60%	120

WLAM, 5kw, 1470kc

French (Canadian)	70,000	675

WATERVILLE

WTVL, 250w, 1490kc

French	25,000	30

MARYLAND

ANNAPOLIS

WASL, 250w-D, 810kc

Greek	.....	30

BALTIMORE

WBMD, 1kw-D, 750kc

Italian	60,000	510
German, Polish, Greek & Lithuanian	.....	(Combined)

WCBM, 10kw-D, 5kw-N, 680kc

Polish	60,000	535
Italian	90,000	(Combined)
Czech	30,000	
Yiddish	50,000	

WSID, 1kw-D, 1570kc

Polish & Italian	50,000	60

BETHESDA

WBCC, 250w-D, 1120kc

Greek	20,000	60

CUMBERLAND

WDYK, 250w, 1230kc

Italian	2,000	90

SILVER SPRING

WGAY, 1kw-D, 1050kc

Greek	25,000	60

WGES
BLANKETS
THE
FOREIGN LANGUAGE MARKET
IN
CHICAGO

•

WGES agrees with Abraham Lincoln . . . "God must love the common man because he made so many" . . . WGES is not a Gold Coast station.

•

WGES has broadcast to the so-called minority groups for 18 years.

•

We think it is a whale of a market—Polish, Italian, Lithuanian, German, Swedish, Jugoslav, Spanish, Hungarian, Ukranian and Croatian.

•

WGES is the best buy in Chicago to sell the better than 400,000 Negroes in this metropolitan area.

•

WGES
"In the Heart of Chicago"
1390 KC 5000 WATTS

For 24 Years
Chicago's Most Popular
Foreign Language Station
WEDC
Featuring Programs in:
POLISH GREEK
BOHEMIAN RUSSIAN
ITALIAN

EMIL DENEMARK, INC.
3860 W. Ogden Avenue
Chicago

MASSACHUSETTS

Lang.	Listeners	Mins. Wkly.
BOSTON		
WBMS, 1kw-D, 1090kc		
Lithuanian, Greek, Italian		240
Polish, Jewish		
WMEX, 5kw, 1510kc		
Italian	120,000	765
WVOM, 5kw, 1600kc		
Italian		1380
Greek		555
Albanian		30
Scandinavian		60
Armenian		165
Polish		90
Jewish		265
BROCKTON		
WBET, 1kw-D, 990kc		
Lithuanian	7,750	30
CHICOPEE		
WACE, 1kw-D, 730kc		
Polish & French	107,321—Pol. 109,541—Fr.	780
FALL RIVER		
WALE, 250w, 1400kc		
French & Portuguese	30% each	300
FITCHBURG		
WFGM, 1kw-D, 1580kc		
French	20,000	120
Finnish	15,000	30
Italian	5,000	30
FRAMINGHAM		
WKOX, 1kw-D, 1190kc		
Italian, Polish & Lithuanian		90
GARDNER		
WHOB, 250w, 1490kc		
French, Finnish & Polish	1,722—Fr. 930—Finn. 640—Pol.	150
GREENFIELD		
WHAI, 250w, 1240kc		
Polish	10%	120
HAVERHILL		
WHAV, 250w, 1490kc		
Italian & Arabic		150
HOLYOKE		
WHYN, 1kw, 560kc		
French & Polish		300
LYNN		
WLYN, 500w-D, 1360kc		
Italian & Greek	240,000—Ital. 30,000—Gr.	675
NEW BEDFORD		
WNBH, 250w, 1340kc		
French & Portuguese	60,00 each	120
NORTH ADAMS		
WNAW, 250w-D, 860kc		
Polish	6,000	45
PITTSFIELD		
WBEC, 250w, 1490kc		
Italian	7,000	90
WBRK, 250w, 1340kc		
Polish	8,000	30
SPRINGFIELD		
WSFL, 5kw-D, 1600kc		
Polish, French, Italian Greek & Jewish		1020
WSPR, 1kw, 1270kc		
Polish & Italian		105
TAUNTON		
WPEP, 1kw-D, 1570kc		
Portuguese	14,300	75
WARE		
WARE, 1kw-D, 1250kc		
French	135,000	105
W. SPRINGFIELD		
WTXL, 250w, 1490kc		
Polish	50,000	30
Italian	50,000	30
WORCESTER		
WAAB, 5kw, 1440kc		
Swedish	50,000	150

MICHIGAN

ADRIAN		
WABJ, 250w-D, 1500kc		
Polish		15
ANN ARBOR		
WPAG, 1kw-D, 1050kc		
Polish, Greek, Czech Italian, Yiddish & Serbian	1,050,000	555
BAY CITY		
WGRO, 500w-D, 1260kc		
Polish	20,000	
DETROIT		
WDET (FM), Chan. 270, 101.9mc, 52kw		
Ukranian	125,000	30
WJLB, 250w, 1400kc		
Polish	350,000	1290
Italian	125,000	660
Roumanian	22,000	30
Jewish	110,000	180
Hungarian	69,000	60
Greek	30,000	375
German	190,000	225
Syrian	20,000	30
Ukranian	15,000	30
Armenian	10,000	30
Lithuanian	40,000	45
Baltic		30
Spanish	28,000	30
FLINT		
WMRP, 250w-D, 1510kc		
Hungarian	2,000	15
GRAND RAPIDS		
WFRS (FM), Chan. 223, 92.5mc., 10.5kw		
Polish	35,000	75
WGRD, 1kw D, 1410kc		
Polish	30,000	60
HOUGHTON		
WHDF, 250w, 1400kc		
Finnish	10,000	150
IRONWOOD		
WJMS, 1kw, 630kc		
Finnish & Polish	53,000	150
ISHPEMING		
WJPD, 250w, 1240kc		
Finnish		60
Swedish		15
MUSKEGON		
WKNK, 1kw, 1600kc		
Polish	20,000	30
WYANDOTTE		
WJJW (FM), Chan. 276, 103.1mc., 1kw		
Polish	45,000	480

(Continued on page 240)

KSTL

The ALL LANGUAGE STATION of St. Louis

St. Louis is the 8th market in the nation—KSTL is the only Radio Station in the area carrying foreign language programs.

ITALIAN • CZECH
GERMAN • POLISH

KSTL

1000 Watts - Non Directional - Daytime at 690 kc.

Write, wire or phone: Wm. E. Ware, Pres., St. Louis 1, Mo.

DIRECT IMPACT!

for

INCREASED SALES!

★

WSBC SELLS Chicago's Foreign Language market MORE effectively at LOWER cost!

ONE low rate buys NINE Major Markets: Polish, Italian, Jewish, Bohemian, German, Slovak, Swedish, Greek, Negro.

REACH this responsive, economically-sound, basic market successfully, directly!

★

WSBC

the low cost medium in Chicago

2400 W. Madison Street MOnroe 6-9060

Forjoe & Co., Nat'l Reps.

NO. 1 RETAIL SALES OPPORTUNITY in INDIANA

ONLY

WWCA

GARY, INDIANA

WWCA Programmed locally to over 400,000 responsive listeners . . . four major nationality groups, including Polish, Croatian, Serbian, Greek. Availabilities on request.

WWCA The only advertising medium locally serving and selling the highly specialized Calumet area—400,000 foreign language, Negro, industrial, rural listeners.

WWCA 1000 WATTS FULLTIME 1270 KC

Dee O. Coe

President-General Manager Hotel Gary—Phone 9171

Represented by Hal Holman Co.

FOREIGN LANGUAGE

(Continued from page 239)

MINNESOTA

ALEXANDRIA
KXRA, 250w, 1490kc

Lang.	Listeners	Mins. Wkly.
French	.....	30

CROOKSTON
KROX, 1kw, 1050kc

Norwegian	50,000	30

DULUTH
WREX, 10kw-D, 5kw-N, 1080kc

Finnish	35,000	45

FAIRMONT
KSUM, 1kw, 1370kc

Swedish	.....	30

FERGUS FALLS
KGDE, 250w, 1230kc

Norwegian	1/8 Pop.	30

GRAND RAPIDS
KBZY, 250w, 1490kc

Finnish	5,000	60

MINNEAPOLIS
KEYD, 5kw-D, 1440kc

Scandinavian	1/2 Million	150

WDGY, 50kw-D, 25kw-N, 1130kc

Polish & Swedish	25,000—Pol. 80,000—Swed.	120

Number of listeners is station estimate. For source write direct to station manager.

NEW ULM
KNUJ, 1kw-D, 860kc

Lang.	Listeners	Mins. Wkly.
German	100,000	45

THIEF RIVER FALLS
KTRF, 250w, 1230kc

Swedish & Norwegian	50,000	90

VIRGINIA
WHLB, 250w, 1400kc

Finnish	25%	30

WADENA
KWAD, 1kw, 920kc

Finnish	5,000	15

MISSISSIPPI

McCOMB
WSKB, 5kw-D, 500w-N, 1250kc

Spanish	10,000	105

MISSOURI

ST. LOUIS
KSTL, 1kw-D, 690kc

Italian	50,000	60
German	100,000	60
Czech	20,000	60
Polish	36,000	30

MONTANA

BUTTE
KXLF, 5kw, 1370kc

Scandinavian	.....	60

NEBRASKA

COLUMBUS
KJSK, 1kw-D, 900kc

Lang.	Listeners	Mins. Wkly.
Czech	.....	30

NORTH PLATTE
KODY, 250w, 1240kc

Spanish	8,000	30

SCOTTSBLUFF
KNEB, 1kw-D, 970kc

Spanish	10,000	30

NEW HAMPSHIRE

BERLIN
WMOU, 250w, 1230kc

French	12,000	30

MANCHESTER
WFEA, 5kw, 1370kc

French, Polish & Greek	77,000	120

WKBR, 250w, 1240kc

French	50%	180

NASHUA
WOTW, 1kw-D, 900kc

French, Greek, Polish, Arabic & Portuguese	200,000	360

PORTSMOUTH
WHEB, 1kw, 750kc

Greek	10,000	30

ROCHESTER
WWNH, 1kw-D, 930kc

French	40%	30

NEW JERSEY

ATLANTIC CITY
WFPG, 250w, 1450kc

Lang.	Listeners	Mins. Wkly.
Italian	4,000	

WMID, 250w, 1240kc

Italian	6.2%	360

CAMDEN
WCAM, 250w, 1310kc

Italian	20,000	120

WKDN, 1kw-D, 800kc

Polish, German & Greek	50,000-Gr. 100,000-Pol. 125,000-Ger.	120

VINELAND
WWBZ, 1kw-D, 1360kc

Italian	.....	115

NEW MEXICO

ALBUQUERQUE
KGGM, 5kw, 610kc

Spanish	150,000	540

KVER, 250w, 1340kc

Spanish	250,000	1680

ARTESIA
KSVP, 250w, 1450kc

Spanish	10,000	90

CARLSBAD
KAVE, 250w, 1240kc

Spanish	5,000	120

CLOVIS
KICA, 1kw, 980kc

Spanish	20,000	150

LAS CRUCES
KOBE, 250w, 1450kc

Spanish	65%	630

LAS VEGAS
KFUN, 250w, 1230kc

Spanish	37,500	720

ROSWELL
KGFL, 250w, 1400kc

Spanish	5,000	90

KSWS, 250w, 1230kc

Spanish	9,500	10

SANTE FE
KVSF, 1kw, 1240kc

Spanish	344,600	720

Repeat Performance

For seven, ten, fifteen years a large number of the foremost national advertisers have regularly renewed their contracts on Station

5000 Watts — **WEVD** — 1330 K.C.

Nighttime ENGLISH — Daytime JEWISH

This measure of confidence is born of direct and tangible results obtained in one of the best paying markets in the country —

THE JEWISH MARKET OF METROPOLITAN NEW YORK

In the most concentrated population area in the world, WEVD serves the major portion of more than 600,000 Jewish families — a population in excess of two million five hundred thousand — larger than the city of Philadelphia, and larger than the cities of Boston, Pittsburgh and Cleveland combined.

Distinctive adult programming and a loyal, responsive audience of far higher than average income are the WEVD combination which big national advertisers have found so effective and economical in maintaining a consistent position of dominance.

Send for a Copy of

"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director

W E V D — 117-119 West 46th Street, New York 19, N. Y.

1 GETS YOU FOUR ON WBNX

(1) **ENGLISH**
Entire English Speaking Population.

(2) **YIDDISH**
2,350,000 Jewish Speaking Persons.

(3) **GERMAN**
1,236,000 German Speaking Persons.

(4) **ITALIAN**
2,103,737 Italian Speaking Persons.

Thus, WBNX, New York's four-star station, fits the needs of all listeners . . . reaches all the people you want to sell in this multi-language area.

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

NEW YORK

	Listeners	Mins. Wkly.
AMSTERDAM		
WCSS, 250w, 1490kc		
Lang.		
Polish, Italian & Lithuanian	25,000	45
BINGHAMTON		
WKOP, 1kw-D, 500w-N, 1360kc		
Italian	18,000	45
BUFFALO		
WWOL, 1kw-D, 1120kc		
Polish, Italian, German, & Ukranian	350,000	1965
BUFFALO-KENMORE		
WXRA, 1kw-D, 1080kc		
Polish	260,000	360
CORNING		
WCBA, 1kw-D, 1350kc		
Italian	.....	60
DUNKIRK		
WFCB, 500w, 1410kc		
Polish & Italian	35,000	360
FULTON		
WOSC, 1kw-D, 1300kc		
Polish	20%	30
HORNELL		
WLEA, 1kw-D, 1320kc		
Italian	.....	60
JAMESTOWN		
WJTN, 250w, 1240kc		
Swedish	25,000	30
KINGSTON		
WKNY, 250w, 1490kc		
Polish	.....	45
LIBERTY		
WVOS, 250w, 1240kc		
Jewish	33 1/3%	240
NEWBURGH		
WGNY, 1kw-D, 1220kc		
Italian	42,000	.....
NEW YORK CITY		
WBNX, 5kw, 1380kc		
German	1,531,600	375
Italian	1,624,950	900
Jewish	2,357,680	300
Polish	.....	120
French	.....	180
Greek	.....	195
WEVD, 5kw, 1330kc		
Jewish	3,000,000	2880
Italian	900,000	420
WHOM, 5kw, 1480kc		
Italian	.....	3990
Polish	.....	1170
Spanish	.....	960
German	.....	465
Jewish	.....	300
Russian	.....	60
WLIB, 1kw-D, 1190kc		
Polish, German, Spanish & Jewish	.....	.....
WOR, 50kw, 710kc		
Italian	.....	60
WOV, 5kw, 1280kc		
Italian	2,103,737	3600
NEW YORK (WOODSIDE)		
WWRL, 5kw, 1600kc		
Spanish	360,000	2070
Czechoslovak	57,624	480
Ukranian	51,400	60
Russian	875,116	150
Lithuanian	33,169	55
German	820,855	1105
Scandinavian	144,041	55
French	53,286	90
Hungarian	123,188	120
Irish	464,665	15
Greek	53,253	240
Polish	412,543	120
Syrian	17,559	60
NIAGARA FALLS		
WHLD, 5kw, 1270kc		
Polish	38,036	995
Italian	55,324	(Combined)
Ukraninian	.....	
WJJL, 1kw-D, 1440kc		
Polish	200,000	600
PEEKSKILL		
WLNA, 500w-D, 1420kc		
Italian	.....	30
POUGHKEEPSIE		
WEOK, 1kw-D, 1390kc		
Italian	44,172	75
WKIP, 250w, 1450kc		
Italian	19,000	.....
ROCHESTER		
WRNY, 250w-D, 680kc		
Italian	100,000	60

(Continued on page 242)

WHOM

MORE ITALIANS LISTEN TO

WHOM

THAN TO ANY OTHER

ITALIAN LANGUAGE

STATION IN NEW YORK!!!

WHOM

Based on a study of listening habits in 5,000 Italian homes prepared by Robert S. Conlan and Associates, Incorporated

(Summary of survey available on request)

WHOM

The IL PROGRESSO STATION

1480 ON YOUR DIAL · 5000 WATTS

136 WEST 52nd Street
New York 19, N. Y.

Telephone:
CIrcle 6-3900

WHOM

FOREIGN LANGUAGE

(Continued from page 241)

ROCHESTER

	Listeners	Mins. Wkly.
WSAY, 1kw, 1370kc		
Lang.		
Italian, Polish, Jewish & German	.....	.....
WVET, 5kw, 1280kc		
Italian, Ukranian & Polish	80,000	300

ROME

WKAL, 250w, 1450kc		
Polish	50,000	60
Italian	50,000	60

SCHENECTADY

WSNY, 250w, 1240kc		
Polish	24,000	60
Italian	36,000	60

SYRACUSE

WNDR, 5kw, 1260kc		
Italian, Polish & Jewish	.....	210

UTICA

WIBX, 5kw, 950kc		
Polish	25,000	130
Italian	35,000	15
WRUN, 5kw D, 1kw-N, 1150kc		
Italian & Polish	19,000-Ital. 18,000-Pol.	240

WATERTOWN

WWNY, 1kw, 790kc		
Italian & Polish	45,000-Ital. 5,000-Pol.	60

NORTH DAKOTA

MINOT

KLPM, 5kw-D, 1kw-N, 1390kc		
Norwegian	.....	30

OHIO

ASHTABULA

WICA, 5kw-D, 1kw-N, 970kc		
Finnish	50,000	1500

BELLAIRE

WTRF, 1kw-D, 1290kc		
Bohemian, Polish & Italian	60,000	165

CANTON

WAND, 500w-D, 900kc		
Italian	.....	30

CLEVELAND

WDOK, 5kw, 1260kc		
Hungarian, Italian, German, Czech, Polish, Slovak & Slovene	469,000	240
WERE, 5kw, 1300kc		
Hungarian, Polish, Italian, Bohemian & Slovak	160,000	150
WJMO, 1kw-D, 1540kc		
German, Slovak, Hungarian, Czech, Polish, Italian & Slovene	62%	.....
WSRS, 250w, 1490kc		
Italian	90,500	210
Czech	95,000	210
Polish	85,800	210
Hungarian	25,000	90
Lithuanian	20,000	30
Greek	8,000	30
German	20,000	60

ELYRIA

WEOL, 1kw, 930kc		
Hungarian	11%	60

FREMONT

WFRO, 500w-D, 900kc		
Hungarian	.....	60

STEUBENVILLE

WEIR, 1kw, 1430kc		
Italian	15,000	30
Slovak	15,000	30
WSTV, 250w, 1340kc		
Italian & Polish	45,000	90

TOLEDO

WSPD, 5kw, 1370kc		
Hungarian	10%	60
WTOD, 1kw, 1560kc		
Polish, German	82,000-Po.	360
Czech & Greek	10,000-Cz.	

WARREN

WHHH, 5kw, 1400kc		
Greek	30,000	45

OREGON

PORTLAND

KWJJ, 10kw, 1080kc		
Italian & Swedish	30%	165
KXL, 10kw, 750kc		
Scandinavian	180,000	55

Number of listeners is station estimate. For source write direct to station manager.

PENNSYLVANIA

ALLENTOWN

	Listeners	Mins. Wkly.
WHOL, 250w, 1230kc		
Lang.		
Penna-German (Dutch)	100,000	30

ALTOONA

WJSW, 1kw-D, 500w-N, 1290kc		
Italian	16,250	30

APOLLO

WAVL, 1kw-D, 910kc		
Slovak	.....	15

BRADDOCK

WLOA, 1kw-D, 1550kc		
Hungarian	68,000	30
Jewish	19,000	10
Ukrainian	31,000	30
Yugo-Slav	83,000	15
Slovene	28,000	30
Polish	122,000	30
Slovak	96,000	90
Croatian	79,000	180
Italian	16,000	15

BUTLER

WBUT, 500w-D, 1580kc		
Italian	1/3	30

CHARLEROI

WESA, 250w D, 940kc		
Italian	35,000	90
Hungarian	(combined)	90

CHESTER

WPWA, 1kw, 1590kc		
Italian & Polish	462,000	180

DUBOIS

WCED, 250w, 1230kc		
Polish	25,000	60

ERIE

WERC, 5kw, 1260kc		
Italian	15%	60
WLEU, 250w, 1450kc		
Polish	.....	60
Italian	.....	15

HAZLETON

WAZL, 250w, 1490kc		
Ukrainian & Slovak	50,000	30

HOMESTEAD

WHOD, 250w-D, 860kc		
Italian, Polish, Hungarian, Croatian, Jewish, Slovak, Greek Lithuanian & Arabic	2,673,000	3780

McKEESPORT

WEDO, 1kw D, 810kc		
Ukrainian	300,000	30
WMCK, 1kw, 1360kc		
Slovak, Croatian, Lithuanian & Polish	125,000	180

MORRISVILLE

WBUD, 250w, 1490kc		
Hungarian & Polish	35,000	540

NANTICOKE

WHWL, 1kw-D, 730kc		
Polish	.....	60

OIL CITY

WKRZ, 250w, 1340kc		
Polish	40,000	30

PHILADELPHIA

WDAS, 250w, 1400kc		
Jewish	335,000	720
Greek	25,000	60
Spanish	20,000	30
WHAT, 250w, 1340kc		
Italian, Spanish, Jewish & Lithuanian	.....	1500
WJMJ, 1kw-D, 1540kc		
Italian	500,000	1710
Polish	200,000	330
WTEL, 250w-D, 860kc		
Polish	250,000	510
German	400,000	300
Yiddish	325,000	150
Lithuanian	25,000	120
Ukrainian	25,000	60
Hungarian	20,000	45
Greek	20,000	90
Albanian	5,000	30
Slovak	5,000	30

POTTSVILLE

WPPA, 1kw D, 500w-N, 1360kc		
Polish	.....	.....

ROCHESTER

WRYO, 250w-D, 1050kc		
Italian, Greek & Czech	.....	.....

SUNBURY

WKOK, 250w, 1240kc		
Penna. Dutch	.....	15

UNIONTOWN

WMBS, 1kw, 590kc		
Italian, Slovak & Polish	.....	90

WARREN

WNAE, 1kw D, 1310kc		
Lang.	Listeners	Mins. Wkly.
Italian	10,000	30

WASHINGTON

WJPA, 250w, 1450kc		
Polish, Italian & Hungarian	.....	360

WILKES-BARRE

WBRE, 250w, 1340kc		
Italian	120,000	345
WILK, 250w, 1450kc		
Polish	124,726	270
Lithuanian	27,526	30

RHODE ISLAND

NEWPORT

WRJM, 1kw-D, 1540kc		
Portuguese	5,000	.....

PAWTUCKET

WPAW, 500w-D, 1380kc		
French	225,000	955
Polish	.....	(Combined)
Syrian	.....	
Portuguese		
Italian	200,000	

PROVIDENCE

WDEM, 500w-D, 1290kc		
Italian	185,000	450
WRIB, 250w D, 1220kc		
Italian, French, Portuguese, Polish & Yiddish	75,000	1440

WESTERLY

WERI, 250w, 1230kc		
Italian, Polish	.....	300

WOONSOCKET

WWON, 250w, 1240kc		
French	50,000	525
Italian	5,000	90
Polish	5,000	60

TEXAS

ABILENE

KRBC, 5kw-D, 1kw-N, 1470kc		
Spanish	10,000	15

ALICE

KBKI, 1kw, 1070kc		
Spanish	120,000	1620

ALPINE

KVLF, 250w, 1240kc		
Spanish	12,000	360

AUSTIN

KTXN, 1kw-D, 1370kc		
Spanish	85,000	3600
KVET, 1kw, 1300kc		
Spanish	50,000	405

BALLINGER

KRUN, 250w, 1400kc		
Spanish	.....	270

BAYTOWN

KRCT, 250w-D, 650kc		
Spanish	.....	240
KREL, 1kw, 1360kc		
Spanish	150,000	210

BEAUMONT

KRIC, 250w, 1450kc		
French	50,000	30

BEEVILLE

KIBL, 250w, 1490kc		
Spanish	40%	1110

BIG SPRING

KTXC, 1kw, 1400kc		
Spanish	5,700	360

BRADY

KNEL, 250w, 1490kc		
Spanish	10,000	75

BROWNSVILLE

KBOR, 1kw, 1600kc		
Spanish	150,000	840

BRYAN

KORA, 250w, 1240kc		
Spanish & Czech	30,000	180

COLEMAN

KSTA, 250w-D, 1000kc		
Spanish	25,000	90

CORPUS CHRISTI

KEYS, 1kw-D, 500w-N, 1440kc		
Spanish	35%	525
KUNO, 100w, 1400kc		
Spanish	75,000	1190
KWBU, 50kw-D, 1030kc		
Spanish	1,000,000	1500

CUERO

KCFH, 500w, 1600kc		
Spanish	15,000	720

DALLAS

KLIF, 1kw, 1190kc		
Lang.	Listeners	Mins. Wkly.
Spanish	25,000	840

DEL RIO

KDLK, 250w, 1230kc		
Spanish	30,000	1440

EDINBURG

KURV, 250w-D, 710kc		
Spanish	200,000	1380

EL CAMPO

KULP, 500w-D, 1390kc		
Spanish	13,543	180
Czech	31,439	180

EL PASO

KEPO, 5kw, 690kc		
Spanish	150,000	143

FT. WORTH

KWBC, 1kw-D, 970kc		
Spanish	50,000	900

GALVESTON

KGBC, 1kw-D, 250w-N, 1540kc		
Spanish & Czech	150,000-Sp. 20,000-Cz.	300

GALVESTON

KLUF, 250w, 1400kc		
Spanish	.....	15

GONZALES

KCTI, 250w, 1450kc		
Spanish	50,000	420

HARLINGEN

KGBS, 250w, 1240kc		
Spanish	100,000	940

HOUSTON

KATL, 5kw, 1590kc		
Spanish	40,000	210
KCOH, 1kw-D, 1430kc		
Spanish	50,000	60

KINGSVILLE

KINE, 1kw-D, 1330kc		
Spanish	90,000	795

LAMESA

KPET, 250w-D, 690kc		
Latin American	4,000	90

LAMPASAS

KHIT, 250w, 1450kc		
Spanish	.....	90

LEVELLAND

KLVT, 250w, 1230kc		
Spanish	.....	150

LUBBOCK

KSEL, 1kw-D, 500w-N, 950kc		
Spanish	10,000	360

McALLEN

KRIO, 1kw, 910kc		
Spanish	50%	1050

MIDLAND

KCRS, 5kw-D, 1kw-N, 550kc		
Spanish	10,000	150

MONAHANS

KVKM, 250w, 1340kc		
Spanish	25%	420

NACOGDOCHES

KSFA, 1kw-D, 860kc		
Spanish	.....	90

NEW BRAUNFELS

KGNB, 1kw-D, 1420kc		
Spanish	300,000	420

ORANGE

KOGT, 1kw, 1600kc		
French	.....	15

PASADENA

KLVL, 1kw-D, 1480kc		
Spanish	210,412	2270

PECOS

KIUN, 250w, 1400kc		
Spanish	8,000	270

PORT ARTHUR

KOLE, 250w, 1340kc		
French	40%	180

ROSENBERG

KFRD, 1kw-D, 980kc		
Czech & Spanish	250,000	960

SAN ANGELO

KTXL, 250w, 1340kc		
Spanish	15,000	420

SAN ANTONIO

KCOR, 5kw-D, 1kw-N, 1350kc		
Spanish	407,973	60% of time

SAN MARCOS

KCNY, 250w-D, 1470kc		
Spanish	30,000	780

SEGUIN

KWED, 250w-D, 1580kc		
Spanish	30%	420

STAMFORD
KDWT, 250w, 1400kc

Lang.	Listeners	Mins. Wkly.
Spanish	3,500	90

SWEETWATER
KXOX, 250w, 1240kc

Spanish	10%	30

TAYLOR
KTAE, 1kw-D, 1260kc

Spanish	5,000	1800

TEXAS CITY
KTLW, 1kw-D, 920kc

Spanish	.....	960

UVALDE
KVOU, 250w, 1450kc

Spanish	6,000	615

VICTORIA
KNAL, 500w-D, 1410kc

Spanish	500,000	420

UTAH

OGDEN
KOPP, 1kw-D, 730kc

Spanish	50,000	30

VICTORIA
KVIC, 250w, 1340kc

Spanish	20,000	240

WESLACO
KRGV, 5kw, 1290kc

Spanish	120,000	135

VERMONT

RUTLAND
WHWB, 1kw-D, 1000kc

Italian	.....	60

VIRGINIA

ALEXANDRIA
WPIK, 1kw-D, 730kc

Lang.	Listeners	Mins. Wkly.
Greek	.....	90

WASHINGTON

ABERDEEN
KBKW, 250w, 1450kc

Scandinavian, Finnish & French	.....	105

CENTRALIA
KELA, 1kw, 1470kc

Polish	1,000	15

RENTON
KXRN, 250w-D, 1220kc

Italian	10,000	60

SEATTLE
KOL, 5kw, 1300kc

Italian	35,000	180

TACOMA
KMO, 5kw, 1360kc

Italian	.....	30

YAKIMA
KIT, 5kw-D, 1kw-N, 1280kc

Sponish	3,000	30

WEST VIRGINIA

CLARKSBURG
WHAR, 250w, 1340kc

Italian	11,000	45

FAIRMONT
WVVW, 250w, 1490kc

Italian	25,000	60

MORGANTOWN
WAJR, 250w, 1230kc

Lang.	Listeners	Mins. Wkly.
Italian	3,000	30

WHEELING
WKWK, 250w, 1400kc

Polish	50,000	60

WISCONSIN

LADYSMITH
WLDY, 250w, 1340kc

Polish	800	15

MEDFORD
WIGM, 250w, 1490kc

German & Czechoslavak	.....	150

MILWAUKEE
WFOX, 250w-D, 860kc

Polish	.....	420
Jewish	.....	60
Spanish	.....	30
Swiss	.....	30
Slovak	.....	30
Greek	.....	30

WMIL, 1kw-D, 1290kc

German	300,000	60

RACINE
WRJN, 250w, 1400kc

Polish	19,408	360
Hungarian	5,072	60
German	38,709	30

SHAWANO
WTCH, 1kw-D, 960kc

German	50,000	75

STEVENS POINT
WTWT, 250w-D, 1010kc

Polish	23,400	165
Scandinavian	.....	30

WISCONSIN RAPIDS
WFHR, 250w, 1340kc

Polish	30,000	120

WYOMING

CHEYENNE
KFBC, 250w, 1240kc

Lang.	Listeners	Mins. Wkly.
Spanish	2,500	120

HAWAII

HONOLULU
KGMB, 5kw, 590kc

Japanese, Chinese, Filipino & Spanish	50%	750

KHON, 5kw, 1380kc

Japanese, Chinese, Filipino & Korean	375,000	1245

KPOA, 5kw, 630kc

Japanese, Filipino	225,000	1440

PUERTO RICO

ARECIBO
WCMN, 1kw, 1280kc

Spanish & English	.....	.....

BAYAMON
WENA, 250w, 1560kc

Spanish	600,00	.....

FAJARDO
WMDD, 250w, 1490kc

Spanish	100%	Full Time

MAYAGEUZ
WAEL, 250w, 1400kc

Spanish	250,000	.....

WKJB, 1kw, 710kc

Spanish & English	.....	.....

WORA, 1kw, 1150kc

English	50,000	180

PONCE
WPRP, 5kw, 910kc

Spanish & English	.....	.....

CBS TV NETWORK

SPOT RATE FINDER

(Continued from page 32)

ROCK ISLAND, WHBF-TV

	SB	1M	5M	15M	30M	1 Hr
D	20.00	20.00	35.00	60.00	90.00	150.00
N	20.00	20.00	50.00	80.00	120.00	200.00

INDIANA

BLOOMINGTON, WTTV

D		25.00	37.50	60.00	90.00	150.00
N		40.00	62.50	100.00	150.00	250.00

IOWA

AMES, WOI-TV

N	25.00	25.00	50.00	80.00	180.00	200.00

KENTUCKY

LOUISVILLE, WHAS-TV

D	30.00	30.00	47.00	75.00	112.50	187.50
N	40.00	40.00	62.50	100.00	150.00	250.00

LOUISIANA

NEW ORLEANS, WDSU-TV

D	25.00	25.00	56.25	75.00	112.50	187.50
N	40.00	40.00	75.00	100.00	150.00	225.00

MARYLAND

BALTIMORE, WMAR-TV

D		40.00	45.00	90.00	135.00	225.00
N		80.00	90.00	180.00	270.00	450.00

MASSACHUSETTS

BOSTON, WNAC-TV

D	60.00	60.00	90.00	160.00	240.00	400.00
N	70.00	70.00	120.00	240.00	360.00	600.00

MICHIGAN

DETROIT, WJBK-TV

D	65.00	65.00	80.00	160.00	240.00	400.00
N	100.00	100.00	150.00	240.00	360.00	600.00

GRAND RAPIDS, WLAV-TV

N	45.00	45.00	62.50	100.00	150.00	250.00

KALAMAZOO, WKZO-TV

D	15.00	30.00	60.00	90.00	135.00	225.00
N	20.00	40.00	80.00	120.00	180.00	300.00

Note: All rates one-time. For complete explanation see Foreword.

MINNESOTA

MINNEAPOLIS, WTCN-TV

	SB	1M	5M	15M	30M	1 Hr
D	37.50	75.00	95.00	150.00	225.00	375.00
N	50.00	100.00	126.00	200.00	300.00	500.00

MISSOURI

KANSAS CITY, WDAF-TV

D	30.00	30.00	39.00	60.00	90.00	150.00
N	60.00	60.00	78.00	120.00	180.00	300.00

ST. LOUIS, KSD-TV

D		60.00	80.00	120.00	180.00	300.00
N		100.00	133.00	200.00	300.00	500.00

NEBRASKA

OMAHA, KMTV

N	50.00	50.00	62.50	100.00	150.00	250.00

NEW MEXICO

ALBUQUERQUE, KOB-TV

N	12.00	12.00	30.00	45.00	90.00	150.00

NEW YORK

BINGHAMPTON, WNBF-TV

D		18.00	24.00	48.00	72.00	120.00
N		30.00	40.00	80.00	120.00	200.00

BUFFALO, WBEN-TV

D	60.00	60.00	75.00	120.00	180.00	300.00
N	80.00	80.00	100.00	160.00	240.00	400.00

NEW YORK, WCBS-TV

D	250.00	250.00	450.00	600.00	900.00	1500.00
N	350.00	350.00		800.00	1200.00	2000.00

ROCHESTER, WHAM-TV

D	30.00	30.00	50.00	80.00	120.00	200.00
N	45.00	45.00	75.00	120.00	180.00	300.00

SCHENECTADY, WRGB

D	30.00	30.00	43.75	70.00	105.00	175.00
N	60.00	60.00	87.50	140.00	210.00	350.00

SYRACUSE, WHEN

D	32.00	32.00	40.00	64.00	96.00	160.00
N	50.00	50.00	66.00	106.00	158.00	265.00

UTICA, WKTV

D	20.00	20.00	35.00	40.00	60.00	100.00
N	24.00	24.00	37.50	60.00	90.00	150.00

NORTH CAROLINA

CHARLOTTE, WBTV

D	27.00	27.00	40.50	54.00	81.00	135.00
N	45.00	45.00	67.50	90.00	135.00	225.00

GREENSBORO, WFMY-TV

	SB	1M	5M	15M	30M	1 Hr
D	18.00	18.00	27.00	48.00	72.00	120.00
N	30.00	30.00	45.00	80.00	120.00	200.00

OHIO

CINCINNATI, WKRC-TV

D	20.00	20.00	50.00	85.00	130.00	210.00
N	50.00	50.00	75.00	140.00	210.00	350.00

CLEVELAND, WEWS-TV

D	34.00	40.00	64.32	96.00	144.00	240.00
N	85.00	100.00	160.00	240.00	360.00	600.00

DAYTON, WHIO-TV

D	25.00	25.00	45.00	72.00	108.00	180.00
N	40.00	40.00	75.00	120.00	180.00	300.00

TOLEDO, WSPD-TV

D		30.00	50.00	80.00	120.00	200.00
N		60.00	100.00	160.00	240.00	400.00

OKLAHOMA

OKLAHOMA CITY, WKY-TV

N	50.00	60.00	87.50	140.00	210.00	350.00

TULSA, KOTV

D	21.00	28.00	43.75	70.00	105.00	175.00
N	30.00	40.00	62.50	100.00	150.00	250.00

PENNSYLVANIA

ERIE, WICU

D	38.00	38.00	65.75	105.00	157.50	262.50
N	50.00	50.00	105.00	140.00	210.00	350.00

JOHNSTOWN, WJAC-TV

D	15.00	15.00	22.50	36.00	54.00	90.00
N	22.50	22.50	37.50	60.00	90.00	150.00

LANCASTER, WGAL-TV

D	25.00	25.00	45.00	72.00	108.00	180.00
N	40.00	40.00	75.00	120.00	180.00	300.00

PHILADELPHIA, WCAU-TV

D	60.00	60.00	78.75	126.00	189.00	315.00
N	100.00	100.00	131.25	210.00	315.00	525.00

PITTSBURGH, WDTV

D	15.00	45.00	67.50	108.00	162.00	270.00
N	25.00	75.00	112.50	180.00	270.00	450.00

RHODE ISLAND

PROVIDENCE, WJAR-TV

D	40.00	40.00	65.00	100.00	150.00	250.00
N	40.00	40.00	65.00	100.00	150.00	250.00

TENNESSEE

MEMPHIS, WMCT

	SB	1M	5M	15M	30M	1 Hr
N	25.00	30.00	38.00	60.00	90.00	150.00

TEXAS

DALLAS, KRLD-TV

D		12.00	30.00	40.00	60.00	100.00
N		36.00	90.00	120.00	180.00	300.00

HOUSTON, KPRC-TV

D	24.00	24.00	45.00	60.00	90.00	150.00
N	48.00	48.00	67.50	90.00	135.00	225.00

SAN ANTONIO, WOAI-TV

D	28.13	28.13	37.50	75.00	112.50	187.50
N	37.50	37.50	50.00	100.00	150.00	250.00

UTAH

SALT LAKE CITY, KSL-TV

D	15.00	18.00	22.50	36.00	54.00	90.00
N	25.00	30.00	37.50	60.00	90.00	150.00

VIRGINIA

NORFOLK, WTAR-TV

D		15.00	25.00	40.00	60.00	100.00
N		30.00	50.00	80.00	120.00	200.00

RICHMOND, WTVR

D	30.00	40.00	78.75	101.25	135.00	225.00
N	50.00	60.00	105.00	135.00	180.00	300.00

WASHINGTON

SEATTLE, KING-TV

D	22.50	27.50	35.00	70.00	105.00	175.00
N	45.00	55.00	70.00	140.00	210.00	350.00

WEST VIRGINIA

HUNTINGTON, WSAZ-TV

D	24.00	24.00	37.50	60.00	90.00	150.00
N	24.00	24.00	37.50	60.00	90.00	150.00

WISCONSIN

MILWAUKEE, WTMJ-TV

D	40.00	40.00	56.25	90.00	135.00	225.00

Du Mont TV Network

SPOT RATE FINDER

ALABAMA

BIRMINGHAM, WBRC-TV

	SB	1M	5M	15M	30M	1 Hr
D	20.00	20.00	37.50	60.00	90.00	150.00
N	20.00	20.00	37.50	60.00	90.00	150.00

ARIZONA

PHOENIX, KPHO-TV

D	16.00	16.00	20.00	40.00	60.00	100.00
N	24.00	24.00	30.00	60.00	90.00	150.00

CALIFORNIA

LOS ANGELES, KTSL

N	60.00	100.00	125.00	200.00	300.00	500.00

SAN FRANCISCO, KPIX

D	26.00	26.00	46.00	72.00	108.00	180.00
N	52.00	52.00	92.00	144.00	216.00	360.00

CONNECTICUT

NEW HAVEN, WNHC-TV

N	30.00	30.00	50.00	100.00	150.00	250.00

DELAWARE

WILMINGTON, WDEL-TV

D	25.00	25.00	45.00	72.00	108.00	180.00
N	40.00	40.00	75.00	120.00	180.00	300.00

DISTRICT OF COLUMBIA

WASHINGTON, WTTG

D		30.00	50.00	96.00	144.00	240.00
N		60.00	100.00	160.00	240.00	400.00

FLORIDA

JACKSONVILLE, WMBR-TV

D	22.50	22.50	37.50	60.00	90.00	150.00
N	30.00	30.00	50.00	80.00	120.00	200.00

MIAMI, WTVJ

D	38.00	38.00	56.00	90.00	135.00	225.00
N	50.00	50.00	75.00	120.00	180.00	300.00

GEORGIA

ATLANTA, WAGA-TV

D	31.00	31.00	48.50	78.00	117.00	195.00
N	52.00	52.00	81.00	130.00	195.00	325.00

ILLINOIS

CHICAGO, WGN-TV

D	52.50	52.50	93.75	150.00	225.00	375.00
N	105.00	105.00	187.00	300.00	450.00	750.00

ROCK ISLAND, WHBF-TV

D	20.00	20.00	35.00	60.00	90.00	150.00
N	20.00	20.00	50.00	80.00	120.00	200.00

INDIANA

BLOOMINGTON, WTTV

D	22.00	22.00	31.25	60.00	90.00	150.00
N	22.00	22.00	31.25	60.00	90.00	150.00

INDIANAPOLIS, WFBM-TV

D		25.00	37.50	60.00	90.00	150.00
N		40.00	62.50	100.00	150.00	250.00

IOWA

AMES, WOI-TV

N	25.00	25.00	50.00	80.00	180.00	200.00

KENTUCKY

LOUISVILLE, WAVE-TV

D	37.50	37.50	47.00	75.00	112.50	187.50
N	50.00	50.00	62.50	100.00	150.00	250.00

LOUISIANA

NEW ORLEANS, WDSU-TV

D	25.00	25.00	56.25	75.00	112.50	187.50
N	40.00	40.00	75.00	100.00	150.00	225.00

Note: All rates one-time. For complete explanation see Foreword.

MARYLAND

BALTIMORE, WAAM

	SB	1M	5M	15M	30M	1 Hr
D			67.50	135.00	202.50	337.50
N			90.00	180.00	270.00	450.00

MASSACHUSETTS

BOSTON, WNAC-TV

D	60.00	60.00	90.00	160.00	240.00	400.00
N	70.00	70.00	120.00	240.00	360.00	600.00

MICHIGAN

DETROIT, WJBK-TV

D	65.00	65.00	80.00	160.00	240.00	400.00
N	100.00	100.00	150.00	240.00	360.00	600.00

GRAND RAPIDS, WLAV-TV

N	45.00	45.00	62.50	100.00	150.00	250.00

KALAMAZOO, WKZO-TV

D	15.00	30.00	60.00	90.00	135.00	225.00
N	20.00	40.00	80.00	120.00	180.00	300.00

LANSING, WJIM-TV

D	20.00	25.00	40.00	60.00	95.00	120.00
N	30.00	35.00	50.00	80.00	120.00	200.00

MINNESOTA

ST. PAUL, WTCN-TV

D	37.50	75.00	95.00	150.00	225.00	375.00
N	50.00	100.00	126.00	200.00	300.00	500.00

MISSOURI

KANSAS CITY, WDAF-TV

D	30.00	30.00	39.00	60.00	90.00	150.00
N	60.00	60.00	78.00	120.00	180.00	300.00

ST. LOUIS, KSD-TV

D		60.00	80.00	120.00	180.00	300.00
N		100.00	133.00	200.00	300.00	500.00

NEBRASKA

OMAHA, KMTV

N	50.00	50.00	62.50	100.00	150.00	250.00

NEW MEXICO

ALBUQUERQUE, KOB-TV

N	12.00	12.00	30.00	45.00	90.00	150.00

NEW YORK

BINGHAMTON, WNBF-TV

D		18.00	24.00	48.00	72.00	120.00
N		30.00	40.00	80.00	120.00	200.00

BUFFALO, WBEN-TV

D	60.00	60.00	75.00	120.00	180.00	300.00
N	80.00	80.00	100.00	160.00	240.00	400.00

NEW YORK, WABD

D	150.	150.	375.	600.	900.	1500.
N	350.	350.	500.	800.	1200.	2000.

ROCHESTER, WHAM-TV

D	30.00	30.00	50.00	80.00	120.00	200.00
N	45.00	45.00	75.00	120.00	180.00	300.00

SCHENECTADY, WRGB

D	30.00	30.00	43.75	70.00	105.00	175.00
N	60.00	60.00	87.50	140.00	210.00	350.00

SYRACUSE, WHEN

D	32.00	32.00	40.00	64.00	96.00	160.00
N	50.00	50.00	66.00	106.00	158.00	265.00

UTICA, WKTV

D	20.00	20.00	35.00	40.00	60.00	100.00
N	24.00	24.00	37.50	60.00	90.00	150.00

NORTH CAROLINA

CHARLOTTE, WBTV

D	27.00	27.00	40.50	54.00	81.00	135.00
N	45.00	45.00	67.50	90.00	135.00	225.00

GREENSBORO, WFMY-TV

D	18.00	18.00	27.00	48.00	72.00	120.00
N	30.00	30.00	45.00	80.00	120.00	200.00

OHIO

CINCINNATI, WCPO-TV

	SB	1M	5M	15M	30M	1 Hr
D	32.50	37.50	50.00	100.00	150.00	250.00
N	65.00	75.00	100.00	200.00	300.00	500.00

CLEVELAND, WXEL

D	32.00	32.00	53.00	80.00	120.00	200.00
N	80.00	80.00	134.00	200.00	300.00	500.00

COLUMBUS, WTVN

D	35.00	35.00	50.00	85.00	130.00	210.00
N	55.00	65.00	90.00	140.00	210.00	350.00

DAYTON, WHIO-TV

D	25.00	25.00	45.00	72.00	108.00	180.00
N	40.00	40.00	75.00	120.00	180.00	300.00

TOLEDO, WSPD-TV

D		30.00	50.00	80.00	120.00	200.00
N		60.00	100.00	160.00	240.00	400.00

OKLAHOMA

OKLAHOMA CITY, WKY-TV

N	50.00	60.00	87.50	140.00	210.00	350.00

TULSA, KOTV

D	21.00	28.00	43.75	70.00	105.00	175.00
N	30.00	40.00	62.50	100.00	150.00	250.00

PENNSYLVANIA

ERIE, WICU

D	38.00	38.00	65.75	105.00	157.00	262.50
N	50.00	50.00	105.00	140.00	210.00	350.00

JOHNSTOWN, WJAC-TV

D	15.00	15.00	22.50	36.00	54.00	90.00
N	22.50	22.50	37.50	60.00	90.00	150.00

LANCASTER, WGAL-TV

D	25.00	25.00	45.00	72.00	108.00	180.00
N	40.00	40.00	75.00	120.00	180.00	300.00

PHILADELPHIA, WFIL-TV

D	80.00	80.00	140.00	224.00	336.00	560.00
N	100.00	100.00	175.00	280.00	420.00	700.00

PITTSBURGH, WDTV

D	15.00	45.00	67.50	108.00	162.00	270.00
N	25.00	75.00	112.50	180.00	270.00	450.00

RHODE ISLAND

PROVIDENCE, WJAR-TV

D	40.00	40.00	65.00	100.00	150.00	250.00
N	40.00	40.00	65.00	100.00	150.00	250.00

TENNESSEE

MEMPHIS, WMCT

	SB	1M	5M	15M	30M	1 Hr
N	25.00	30.00	38.00	60.00	90.00	150.00

NASHVILLE, WSM-TV

D		18.00	30.00	48.00	72.00	120.00
N		30.00	50.00	80.00	120.00	200.00

TEXAS

DALLAS, WFAA-TV

D	18.00	18.00	35.00	48.00	70.00	120.00
N	37.50	37.50	62.50	100.00	150.00	250.00

HOUSTON, KPRC-TV

D	5.64	9.40	15.66	26.10	43.50	72.50
N	11.27	18.79	31.32	52.20	87.00	145.00

SAN ANTONIO, KEYL

D		13.50	20.00	40.00	60.00	100.00
N		20.00	40.00	80.00	120.00	200.00

UTAH

SALT LAKE CITY, KSL-TV

D	15.00	18.00	22.50	36.00	54.00	90.00
N	25.00	30.00	37.50	60.00	90.00	150.00

VIRGINIA

NORFOLK, WTAR-TV

D		15.00	25.00	40.00	60.00	100.00
N		30.00	50.00	80.00	120.00	200.00

RICHMOND, WTVR

D	30.00	40.00	78.75	101.25	135.00	225.00
N	50.00	60.00	105.00	135.00	180.00	300.00

WASHINGTON

SEATTLE, KING-TV

D	22.50	27.50	35.00	70.00	105.00	175.00
N	45.00	55.00	70.00	140.00	210.00	350.00

WEST VIRGINIA

HUNTINGTON, WSAZ-TV

D	24.00	24.00	37.50	60.00	90.00	150.00
N	24.00	24.00	37.50	60.00	90.00	150.00

WISCONSIN

MILWAUKEE, WTMJ-TV

D	40.00	40.00	56.25	90.00	135.00	225.00
N	80.00	80.00	112.50	180.00	270.00	450.00

NBC TV Network

SPOT RATE FINDER

ALABAMA

BIRMINGHAM, WBRC-TV

	SB	1M	5M	15M	30M	1 Hr
D	20.00	20.00	37.50	60.00	90.00	150.00
N	20.00	20.00	37.50	60.00	90.00	150.00

CALIFORNIA

LOS ANGELES, KNBH

D			141.00	225.00	338.00	563.00
N			188.00	300.00	450.00	750.00

SAN DIEGO, KFMB-TV

D	32.00	32.00	50.00	80.00	120.00	200.00
N	32.00	32.00	50.00	80.00	120.00	200.00

SAN FRANCISCO, KPIX

D	26.00	26.00	46.00	72.00	108.00	180.00
N	52.00	52.00	92.00	144.00	216.00	360.00

CONNECTICUT

NEW HAVEN, WHNC-TV

N	30.00	30.00	50.00	100.00	150.00	250.00

DELAWARE

WILMINGTON, WDEL-TV

D	25.00	25.00	45.00	72.00	108.00	180.00
N	40.00	40.00	75.00	120.00	180.00	300.00

DISTRICT OF COLUMBIA

WASHINGTON, WNBW

D	38.00	38.00	47.00	75.00	113.00	188.00
N	75.00	75.00	94.00	150.00	225.00	375.00

FLORIDA

JACKSONVILLE, WMBR-TV

	SB	1M	5M	15M	30M	1 Hr
D	22.50	22.50	37.50	60.00	90.00	150.00
N	30.00	30.00	50.00	80.00	120.00	200.00

MIAMI, WTVJ

D	38.00	38.00	56.00	90.00	135.00	225.00
N	50.00	50.00	75.00	120.00	180.00	300.00

GEORGIA

ATLANTA, WSB-TV

D	24.00	24.00	37.50	60.00	90.00	150.00
N	40.00	40.00	62.50	100.00	150.00	250.00

ILLINOIS

CHICAGO, WNBQ

D	63.00	63.00	94.00	150.00	225.00	375.00
N	125.00	125.00	188.00	300.00	450.00	750.00

INDIANA

INDIANAPOLIS, WFBM-TV

D		25.00	37.50	60.00	90.00	150.00
N		40.00	62.50	100.00	150.00	250.00

IOWA

DAVENPORT, WOC-TV

D	20.00	20.00	30.00	60.00	90.00	150.00
N	20.00	20.00	40.00	80.00	120.00	200.00

(Continued on page 246)

DU MONT

...DID IT FIRST!

...GETS 'EM ALL!

CONCENTRATES!

CUTS THE COST!

TELEVISION DUMONT NETWORK

The Nation's Window on the World

515 Madison Avenue, N. Y. 22, N. Y.

A Division of Allen B. Du Mont Laboratories, Inc.

Copyright 1950, Allen B. Du Mont Laboratories, Inc.

Television set ownership is growing at a phenomenal rate. Every day television is paying off more . . . to more advertisers.

Even the time when networking breaks into the black is very near. That's why it is extra important now to remember certain things about television: —

In the beginning . . . there was Du Mont. Yes, *Du Mont did it first* — built the first network between its New York station WABD and its Washington station WTTG. . Now the Du Mont Television Network contains 54 stations from coast to coast.

As for coverage, *Du Mont gets 'em all*— 99% of the nation's telesets are within reach of the Du Mont signal. (And don't forget that Du Mont signals are just as good as anybody's.)

With no vested interest in other media, *Du Mont concentrates* — gives its undivided attention to televison. Du Mont believes in television — with a young-minded singleness of purpose that bodes the best for sponsors.

Du Mont continuous program research pioneers the way to larger audiences, smaller budgets. *Du Mont cuts the cost* of television — labors to deliver more viewers per dollar. And that's only part of the reason why —

You'll get more out of TELEVISION WITH DU MONT!

Large advertiser or small, there is Du Mont time and talent, Du Mont programs and spots suited to you. For the rest of the story — write, wire, phone or run over to:

THE DU MONT TELEVISION NETWORK

NBC TV NETWORK

SPOT RATE FINDER

(Continued from page 244)

KENTUCKY

LOUISVILLE, WAVE-TV

	SB	1M	5M	15M	30M	1 Hr
D	37.50	37.50	47.00	75.00	112.50	187.50
N	50.00	50.00	62.50	100.00	150.00	250.00

LOUISIANA

NEW ORLEANS, WDSU-TV

D	25.00	25.00	56.25	75.00	112.50	187.50
N	40.00	40.00	75.00	100.00	150.00	225.00

MARYLAND

BALTIMORE, WBAL-TV

D	40.00	40.00	45.00	90.00	135.00	225.00
N	80.00	80.00	90.00	180.00	270.00	450.00

MASSACHUSETTS

BOSTON, WBZ-TV

D	100.00	100.00	140.00	210.00	315.00	525.00
N	125.00	125.00	175.00	280.00	420.00	700.00

MICHIGAN

DETROIT, WWJ-TV

D	110.00	110.00	138.00	220.00	330.00	550.00
N	160.00	160.00	200.00	320.00	480.00	800.00

GRAND RAPIDS, WLAV-TV

N	45.00	45.00	62.50	100.00	150.00	250.00

MINNESOTA

MINNEAPOLIS, KSTP-TV

D		75.00	95.00	150.00	225.00	375.00
N		100.00	126.00	200.00	300.00	500.00

MISSOURI

KANSAS CITY, WDAF-TV

D	30.00	30.00	39.00	60.00	90.00	150.00
N	60.00	60.00	78.00	120.00	180.00	300.00

ST. LOUIS, KSD-TV

D		60.00	80.00	120.00	180.00	300.00
N		100.00	133.00	200.00	300.00	500.00

NEBRASKA

OMAHA, WOW-TV

D	30.00	30.00	38.00	60.00	90.00	150.00
N	40.00	40.00	50.00	80.00	120.00	200.00

NEW MEXICO

ALBUQUERQUE, KOB-TV

N	12.00	12.00	30.00	45.00	90.00	150.00

NEW YORK

BUFFALO, WBEN-TV

D	60.00	60.00	75.00	120.00	180.00	300.00
N	80.00	80.00	100.00	160.00	240.00	400.00

NEW YORK CITY, WNBT

D	133.50	133.50	188.	300.	450.	750.
N	400.00	400.00	500.	800.	1,200.	2,000.

ROCHESTER, WHAM-TV

D	30.00	30.00	50.00	80.00	120.00	200.00
N	45.00	45.00	75.00	120.00	180.00	300.00

SCHENECTADY, WRGB

D	30.00	30.00	43.75	70.00	105.00	175.00
N	60.00	60.00	87.50	140.00	210.00	350.00

SYRACUSE, WSYR-TV

D	27.00	36.00	45.00	72.00	108.00	180.00
N	45.00	60.00	75.00	120.00	180.00	300.00

UTICA, WKTV

D	20.00	20.00	35.00	40.00	60.00	100.00
N	24.00	24.00	37.50	60.00	90.00	150.00

NORTH CAROLINA

CHARLOTTE, WBTV

D	27.00	27.00	40.50	54.00	81.00	135.00
N	45.00	45.00	67.50	90.00	135.00	225.00

GREENSBORO, WFMY-TV

D	18.00	18.00	27.00	48.00	72.00	120.00
N	30.00	30.00	45.00	80.00	120.00	200.00

Note: All rates one-time. For complete explanation see Foreword.

OHIO

CINCINNATI, WLWT

	SB	1M	5M	15M	30M	1 Hr
D	30.00	30.00	68.75	110.00	165.00	275.00
N	70.00	70.00	137.50	220.00	330.00	550.00

CLEVELAND, WNBK

D			50.00	80.00	120.00	200.00
N			100.00	160.00	240.00	400.00

COLUMBUS, WLWC

D	20.00	20.00	47.00	75.00	112.50	187.50
N	50.00	50.00	93.75	150.00	225.00	375.00

DAYTON, WLWD

D	10.00	20.00	47.00	75.00	112.50	187.50
N	18.75	50.00	93.75	150.00	225.00	375.00

TOLEDO, WSPD-TV

D		30.00	50.00	80.00	120.00	200.00
N		60.00	100.00	160.00	240.00	400.00

OKLAHOMA

OKLAHOMA CITY, WKY-TV

N	50.00	60.00	87.50	140.00	210.00	350.00

PENNSYLVANIA

ERIE, WICU

D	38.00	38.00	65.75	105.00	157.50	262.50
N	50.00	50.00	105.00	140.00	210.00	350.00

JOHNSTOWN, WJAC-TV

D	15.00	15.00	22.50	36.00	54.00	90.00
N	22.50	22.50	37.50	60.00	90.00	150.00

LANCASTER, WGAL-TV

D	25.00	25.00	45.00	72.00	108.00	180.00
N	40.00	40.00	75.00	120.00	180.00	300.00

PHILADELPHIA, WPTZ

N	70.00	70.00	105.00	168.00	252.00	420.00
N	150.00	150.00	175.00	280.00	420.00	700.00

PITTSBURGH, WDTV

D	15.00	45.00	67.50	108.00	162.00	270.00
N	25.00	75.00	112.50	180.00	270.00	450.00

RHODE ISLAND

PROVIDENCE, WJAR-TV

D	40.00	40.00	65.00	100.00	150.00	250.00
N	40.00	40.00	65.00	100.00	150.00	250.00

TENNESSEE

MEMPHIS, WMCT

N	25.00	30.00	38.00	60.00	90.00	150.00

TEXAS

FORT WORTH, WBAP-TV

D	18.00	18.00	37.50	60.00	90.00	150.00
N	36.00	36.00	75.00	120.00	180.00	300.00

HOUSTON, KPRC-TV

D	24.00	24.00	45.00	60.00	90.00	150.00
N	48.00	48.00	67.50	90.00	135.00	225.00

SAN ANTONIO, WOAI-TV

D	28.13	28.13	37.50	75.00	112.50	187.50
N	37.50	37.50	50.00	100.00	150.00	250.00

UTAH

SALT LAKE CITY, KDYL-TV

D	17.00	17.00	25.00	40.00	60.00	100.00
N	30.00	30.00	50.00	80.00	120.00	200.00

VIRGINIA

RICHMOND, WTVR

D	30.00	40.00	78.75	101.25	135.00	225.00
N	50.00	60.00	105.00	135.00	180.00	300.00

WASHINGTON

SEATTLE, KING-TV

D	22.50	27.50	35.00	70.00	105.00	175.00
N	45.00	55.00	70.00	140.00	210.00	350.00

WISCONSIN

MILWAUKEE, WTMJ-TV

D	40.00	40.00	56.25	90.00	135.00	225.00
N	80.00	80.00	112.50	180.00	270.00	450.00

Regionals and Other Groups

SPOT RATE FINDER

Airline Network

Radio Park, P. O. Box 2553, Birmingham, Ala., Rep. Headley-Reed Co., Sales Mgr. Julian A. Flint. **WSGN** Birmingham, **WHBS** Huntsville, Ala.

	SB	1M	5M	15M	30M	1 Hr
D	20.00	20.00	36.00	48.00	72.00	120.00
N	32.00	32.00	72.00	96.00	144.00	240.00

Alaska Broadcasting System

830 Securities Bldg. Seattle, Wash. Manager: William J. Wagner. **KFQD** Anchorage, **KFRB** Fairbanks, **KIBH** Seward, **KINY** Juneau, **KTKN** Ketchikan, **KIFW** Sitka. For combination rates, contact network. For complete network, rates are:

D	20.20	28.25	40.40	80.75	121.50	199.50
N	32.30	44.85	72.70	121.15	199.50	323.00

The Aloha Network

P. O. Box 1380, Honolulu, Hawaii. Manager: R. M. Fitkin. **KHON** Honolulu, **KIPA** Hilo, **KMVI** Wailuku, Maui, **KTOH** Lihue, Kauai.

D	8.75	13.13	17.50	35.00	52.50	87.50
N	17.50	26.25	35.00	70.00	105.00	175.00

Arizona Broadcasting System

Heard Bldg., Phoenix, Ariz., Rep. Paul H. Raymer Co., Mgr. Dick Lewis.

KTAR Phoenix, **KVOA** Tucson, **KYUM** Yuma, **KAWT** Douglas-Bisbee, **KYCA** Prescott, **KGLU** Safford, **KWJB** Globe-Miami.

D	24.00	32.00	64.00	96.00	160.00
N	48.00	64.00	128.00	192.00	320.00

Arizona Network

836-838 N. Central Ave., Phoenix, Ariz., Rep. John Blair & Co., Mgr. Albert D. Johnson.

KOY Phoenix, **KSUN** Bisbee, **KTUC** Tucson.

D	17.25	23.00	46.00	69.00	115.00
N	34.50	46.00	92.00	138.00	230.00

Arkansas Network

Comprising **KARK** Little Rock, and all other stations in the State of of Arkansas. Two or more stations may be used; one or more outlets in multiple-station cities. Costs are combined station time and line charges.

Arrowhead Network

WEBC Bldg., Duluth 2, Minn., Rep. Ra-Tel Representatives Inc., General Mgr. Walter C. Bridges. **WEBC** Duluth-Superior, **WMFG** Hibbing, Minn., **WHLB** Virginia, Minn., **WEAU** Eau Claire, Wis., **WJMC** Rice Lake, Wis., **WISC** Madison, Wis.

D	21.38	21.38	33.32	70.42	131.79	241.31
N	37.44	37.44	60.77	127.41	246.50	434.52

Broadcasting Corp. of America's Rural Network

P. O. Box 987, Riverside, Calif., Manager Forrest Wallace, **KPRO** and **KPRO-FM** Riverside and San Bernardino, **KROP** Brawley and El Centro, **KREO** Indio and Palm Springs, **KYOR** Blythe.

D	15.00	17.50	30.00	40.00	60.00	100.00
N	20.00	25.00	40.00	60.00	90.00	150.00

California Group

1213 N. Highland Ave., Hollywood, Calif., Rep. Western Radio Sales of Los Angeles, John E. Pearson Co. (East Coast). Basic three stations: **KYNO** Fresno, **KCOK** Tulare-Visalia, **KAFY** Bakersfield. Rates available from network.

California Northern Group

P. O. Box 431, Redbluff, Calif., Manager Arvo Haapanen, **KBLF** Red Bluff, **KSUE** Susanville, **KSYC** Yreka.

D	4.00	4.00	7.00	14.00	21.00	35.00
N	4.00	4.00	7.00	14.00	21.00	35.00

Columbia Pacific Network

Columbia Square, Los Angeles 28, Calif. Rep. Radio Sales, Pacific Coast Sales Manager Wayne R. Steffner, **KNX** Los Angeles, **KCBS** San Francisco, **KCBQ** San Diego, **KFRE** Fresno, **KGDM** Stockton (bonus), **KROY** Sacramento, **KCMJ** Palm Springs (bonus), **KOIN** Portland, **KIRO** Seattle, **KXLY** Spokane.

	SB	1M	5M	15M	30M	1Hr
D			211.00	422.00	635.00	1,057.00
N			422.00	844.00	1,266.00	2,110.00

Columbine Network

1626 Stout St., Denver 2, Col., Sales Mgr. E. E. Koepke, **KMYR** Denver, **KCOL** Ft. Collins, **KYOU** Greeley, **KBOL** Boulder, **KRDO** Colorado Springs, **KCSJ** Pueblo, **KEXO** Grand Junction.

D	24.00	28.00	35.00	70.00	140.00	200.00
N	40.00	46.00	60.00	120.00	210.00	300.00

Connecticut State Network

555 Asylum St., Hartford, Conn., President C. Glover DeLaney.

D			81.00	156.00	234.00	390.00
N			136.00	272.00	411.00	660.00

Cotton Belt Group

409½ State Line Ave., Texarkana, Tex. Manager David M. Segal, **KTFS** Texarkana, Tex., **KDMS** El Dorado, Ark., **WGVM** Greenville, Miss.

D	15.00	15.00	30.00	50.00	90.00	150.00
N	15.00	15.00	30.00	50.00	90.00	150.00

Dairyland Network

Radio City, Minneapolis, Minn., Rep: Free & Peters. **KWLM** Willmar, Minn., **KWNO** Winona, Minn., **WTCN** Minneapolis, Minn. Contact network for rates.

Don Lee Broadcasting System

Don Lee Bldg., 1313 N. Vine St., Hollywood 28, Calif., Rep. John Blair & Co.; Chairman of the Board, Lewis Allen Weiss; President, Willet H. Brown; Vice President in Charge of Sales, Ward D. Ingrim. **KHJ** Los Angeles, **KGB** San Diego, **KDB** Santa Barbara, **KFXM** San Bernardino, **KFRC** San Francisco, **KNYC** Marysville, **KYNO** Fresno, **KSBW** Salinas-Monterey, **KVOE** Santa Ana, **KCOK** Tulare-Visalia, **KXO** El Centro, **KAFY** Bakersfield, **KVEC** San Luis Obispo, **KPRL** Paso Robles, **KIEM** Eureka, **KHSL** Chico, **KVCV** Redding, **KYOS** Merced, **KXOA** Sacramento, **KWG** Stockton (all in Calif.); **KRNR** Roseburg, **KPOJ** Portland, **KFJI** Klamath Falls, **KORE** Eugene, **KBND** Bend, **KOOS** Coos Bay, **KWIL** Albany, **KAST** Astoria, **KUIN** Grants Pass, **KSLM** Salena (all in Oregon); **KATO,** Reno Nev., **KVI** Seattle-Tacoma, **KYAK** Yakima, **KNEW** Spokane, **KXRO** Aberdeen, **KGY** Olympia, **KELA** Centralia, **KRKO** Everett, **KWLK** Longview, **KUJ** Walla Walla, **KPUG** Bellingham, **KWNW** Wenatchee (all in Washington); **KRLC** Lewiston, **KWAL** Wallace-Kellogg, **KVNI** Coeur d'Alene.

D	800.00	1,200.00	2,000.00
N	1,200.00	1,800.00	3,000.00

Georgia Association of Local Stations

Atlantan Hotel, Decatur, Ga., Agency, Director Tom Carr. **WDEC** Americus, **WGAU** Athens, **WGLS** Atlanta-Decatur, **WBBQ** Augusta, **WLBB** Carrollton, **WBHF** Cartersville, **WGAA** Cedartown, **WMJM** Cordele, **WMOC** Covington, **WBLJ** Dalton, **WDWD** Dawson, **WMLT** Dublin, **WBHB** Fitzgerald, **WDUN** Gainesville, **WKEU** Griffin, **KIBB** Macon, **WFOM** Marietta, **WMVG** Milledgeville, **WMGA** Moultrie, **WGIG** Brunswick, **WFRP** Savannah, **WWNS** Statesboro, **WSFT** Thomaston, **WKTG** Thomasville, **WWGS** Tifton, **WLET** Toccoa, **WRQN** Vidalia, **WAYX** Waycross, **WRLD** West Point.

D or N	70.00	150.00	282.00	420.00	696.00

Georgia Trio

Rep. Katz Agency. **WAGA** Atlanta, **WMAZ** Macon, **WTOC** Savannah.

D	34.00	40.38	67.58	111.78	175.10	292.40
N	53.13	63.75	104.98	175.10	280.50	467.50

Granite Hill Network

35 Front St., Manchester, N. H., Rep. Bollng Co., Bertha Bannan, Boston, President Arthur Newcamb. **WKBR** Manchester, **WOTW** Nashua, **WWNH** Rochester, **WTSV** Claremont, **WTSA**, Brattleboro, Vt.

	SB	1M	5M	15M	30M	1 Hr
D		19.00	38.00	76.00	114.00	190.00
N		19.00	38.00	76.00	114.00	190.00

Great Lakes Network

Radio Bldg., 117 W. Genesee, Saginaw, Mich. **WSAM & WSAM-FM** Saginaw (Key Station), **WLEW** Bad Axe, **WFYL** Alma **WOAP & WOAP-FM** Owosso. Available as a regional network for simultaneous program application keyed from **WSAM-FM** Saginaw.

Great Northern Broadcasting System

127 First Ave. N.W., Mandan, N. D., Rep. Orville Lawson and Assoc., Sec. & Treas. M. J. Reichert. **KDLR** Devils Lake, N. D., **KGDE** Fergus Falls, Minn., **KNOX** Grand Forks, N. D., **KGCU** Bismarck-Mandan, N. D., **KLPM** Minot, N. D., **KVOX** Moorhead, Minn., **KGCX** Sidney, Mont., **KOVC** Valley City, N. D., **KWHL** Marshall, Minn., **KWLM** Wilmar, Minn.

Use station Spot Rate Finder for each station, then apply the following discounts:

10% if three of the stations are used.
15% if five of the stations are used.
20% if all stations are used.

Great West Network

Rep. Forjoe and Co., Gen. Mgr. William T. Kemp. **KVER** Albuquerque, **KSVP** Artesia, N. M.

D	6.50	8.50

Guy Gannett Broadcasting System

Gannett Bldg., 390 Congress St., P. O. Box 1731, Portland, Me., Rep. Paul H. Raymer Co., President Guy P. Gannett.

D	16.20	16.20	25.20	50.40	75.60	126.00
N	32.40	32.40	50.40	100.80	151.20	252.00

The Hoosier Network

642 Wrigley Bldg., Chicago, Ill. Manager: Ed E. Hale, **WCNB** Connersville, **WFMU** Crawfordsville, **WCTW** New Castle, **WMRI** Marion, **WSRK** Shelbyville, **WFML** Washington, **WRSW** Warsaw. All in Indiana.

D	24.50	42.10	99.00	166.00	280.00
N	24.50	42.10	99.00	166.00	280.00

Intermountain Network

146 South Main, Salt Lake City, Utah, Rep. Avery-Knodel, Inc. Vice-President in Charge of Sales, Lynn L. Meyer. **KALL** Salt Lake City, **KLO** Ogden, **KOVO** Provo, **KVNU** Logan, **KOAL** Price, **KSVC** Richfield, **KSUB** Cedar City, (all in Utah); **KEYY** Pocatello, **KID** Idaho Falls, **KVMV** Twin Falls, **KFXD** Nampa-Boise (all in Idaho); **KVRS** Rock Springs, **KOVE** Lander, **KOWB** Laramie, **KSPR** Casper, **KPOW** Powell, **KWYO** Sheridan (all in Wyoming); **KBMY** Billings, **KRJF** Miles City, **KPRK** Livingston, **KOPR** Butte, **KFDW** Helena, **KMON** Great Falls, **KXLO** Lewistown, **KIYI** Shelley, **KAVR** Havre (all in Montana); **KRAM** Las Vegas, Nevada.

D	72.47	72.47	117.84	235.67	358.88	589.27
N	110.96	110.96	176.99	352.04	532.90	894.60

Iowa Tallcorn Network

201 Garver Bldg., Des Moines, Iowa. Manager: Max M. Friedman. **KWCR** Cedar Rapids, **KROS** Clinton, **KSWI** Council Bluffs, **KSIB** Creston, **KSTT** Davenport, **KDEC** Decorah, **KDTH** Dubuque, **KVFD** Fort Dodge, **KOKX** Keokuk, **KFJB** Marshalltown, **KRIB** Mason City, **KWPC** Muscatine, **KCOM** Sioux City, **KICD** Spencer. For rates see individual station listings.

Keystone Network

380 Fifth Ave., N. Y. Eastern Sales Mgr., Noel Rhys. Ala.: **WCTA** Andalusia, **WJLD** Bessemer, **WEBJ** Brewton, **WKLF** Clanton, **WKUL** Cullman, **WMSL** Decatur, **WXAL** Demopolis, **WOOF** Dothan, **WULA** Eufaula, **WMFT** Florence, **WBHP** Huntsville, **WWWB** Jasper, **WJHO** Opelika, **WFEB** Sylacauga, **WHTB** Talladega, **WTBF** Troy, **WTBC** Tuscaloosa. Alaska: **KFQD** Anchorage, **KFRB** Fairbanks, **KINY** Juneau, **KTKN** Ketchikan, **KIBH** Seward. Ariz.: **KTYL** Mesa. Ark.: **KVRC** Arkadelphia, **KAMD** Camden, **KGRH** Fayetteville, **KXJK** Forrest City, **KFFA** Helena, **KHOZ** Harrison, **KXAR** Hope, **KWFC** Hot Springs, **KBTM** Jonesboro, **KDRS** Paragould, **KOTN** Pine Bluff, **KXRJ** Russellville, **KUOA** Siloam Springs, **KWAK** Stuttgart. Calif.: **KCVR** Lodi, **KMBY** Monterey, **KPRL** Paso Robles, **KTIP** Porterville, **KVEC** San Luis Obispo, **KSMA** Santa Maria, **KVVC** Ventura. Col.: **KGIW** Alamosa, **KRLN** Canon City, **KUBC** Montrose, **KVRH** Salida, **KGEK** Sterling, **KCRT** Trinidad. Conn.: **WNOC** Norwich. Fla.: **WSWN** Belle Glade, **WDHL** Bradenton, **WTAN** Clearwater, **WCNU** Crestview, **WINK** Fort Myers, **WJVB** Jacksonville Beach, **WKWF** Key West, **WLBF** Leesburg, **WNER** Live Oak, **WTMC** Ocala, **WDLP** Panama City, **WPLA** Plant City, **WTRR** Sanford, **WTNT** Tallahassee. Ga.: **WGAU** Athens, **WBBQ** Augusta, **WMGR** Bainbridge, **WMOG** Brunswick, **WLBB** Carrollton, **WBHF** Cartersville, **WGAA** Cedartown, **WMJM** Cordele, **WMOC** Covington, **WBLJ** Dalton, **WMLT** Dublin, **WTJH** East Point, **WSGC** Elberton, **WGGA** Gainesville, **WKEU** Griffin, **WBGR** Jesup, **WMVG** Milledgeville, **WMGA** Moultrie, **WLAQ** Rome, **WWNS** Statesboro, **WTWA** Thomson, **WLET** Toccoa, **WVOP** Vidalia, **WAYX** Waycross, **WRLD** West Point. Ida.: **KGEM** Boise, **KBIO** Burley, **KIFI** Idaho Falls, **KEIO** Pocatello, **KPST** Preston, **KSPT** Sandpoint, **KLIX** Twin Falls. **KWAL** Wallace, **KWEI** Weiser. Ill.: **WMRO** Aurora, **WYBS** Canton, **WROY,** Carmi, **WDWS** Champaign, **WEBQ** Harrisburg, **WJPF** Herrin, **WJOL** Joliet, **WKAI** Macomb. Ind.: **WTOM** Bloomington, **WTRC** Elkhart, **WTCJ** Tell City. Iowa: **KSIB** Creston. Kan.: **KARE** Atchison, **KAYS** Hays, **KGNO** Dodge City, **KTSW** Emporia, **KIUL** Garden City, **KWHK** Hutchinson, **KIND** Independence. Ky.: **WLBJ** Bowling Green, **WCTT** Corbin, **WZIP** Covington, **WHIR** Danville, **WHLN** Harlan, **WHOP** Hopkinsville, **WOMI** Owensboro. La.: **KVOB** Alexandria, **WIKC** Bogalusa, **WIHL** Hammond, **KVOL** Lafayette, **KWCJ** Natchitoches, **KSLO** Opelousas, **KRUS** Ruston. Me.: **WAGM** Presque Isle. Md.: **WASA** Havre de Grace. Mass.: **WOCB** Cape Cod-W. Yarmouth, **WESX** Salem. Mich.: **WATZ** Alpena, **WGRO** Bay City, **WATT** Cadillac, **WHDF** Calumet, **WTVB** Cold Water, **WDBC** Escanaba, **WMRP** Flint, **CKFI** International Falls, **WMIQ** Iron Mountain, **WIKB** Iron River, **WJMS** Ironwood, **WKLA** Ludington, **WDMJ** Marquette, **WKNX** Muskegon, **WMBN** Petoskey, **WHLS** Port Huron, **WSOO** Sault Ste. Marie, **WTCM** Traverse City. Minn.: **WXLT** Ely, **KBZY** Grand Rapids, **KTRF** Thief River Falls. Miss.: **WGCM** Biloxi-Gulfport, **KCHI** Chillicothe, **WROX** Clarksdale, **WCJU** Columbia, **WCBI** Columbus, **WJPR** Greenville, **WGRM** Greenwood, **WNAG** Grenada, **WFOR** Hattiesburg, **WKOZ** Kosciusko, **WAML** Laurel, **KMMO** Marshall, **WAPF** McComb, **WMOX** Meridian, **WMIS** Natchez, **KNEM** Nevada, **WHOC** Philadelphia, **WELO** Tupelo, **WQBC** Vicksburg, **WROB** West Point, **WAZF** Yazoo City. Mo.: **KDMO** Carthage, **KREI** Farmington, **KWOS** Jefferson City, **KWOC** Poplar Bluff, **KTTR** Rolla, **KSGM** Ste. Genevieve, **KDRO** Sedalia, **KWPM** West Plains. Mont.: **KBMY** Billings, **KAVR** Havre, **KXLO** Lewiston, **KPRK** Livingston, **KRFJ** Miles City, **KIYI** Shelby, **KGCX** Sidney. Neb.: **KHAS** Hastings, **KGFW** Kearney, **KPRL** McCook, **KODY** North Platte. Nev.: **KRAM** Las Vegas, **KATA** Reno. N. H.: **WMOU** Berlin, **WLNH** Laconia. N. J.: **WSNJ** Bridgeton. N. M.: **KSVP** Artesia, **KWEW** Hobbs, **KCHS** Hot Springs, **KGFL** Roswell, **KTNM** Tucumcari. N. Y.: **WMBO** Auburn, **WGBB** Freeport, **WWSC** Glens Falls, **WHUC** Hudson, **WJOC** Jamestown, **WICY** Malone, **WALL** Middletown, **WSLB** Ogdensburg, **WHDL** Olean, **WNBZ** Saranac Lake. N. C.: **WABZ** Albemarle, **WBBB** Burlington, **WEGO,** Concord, **WCKB** Dunn, **WCNC** Elizabeth City, **WBBO** Forest City, **WGNC** Gastonia, **WHNC** Henderson, **WHKP** Hendersonville, **WHKY** Hickory, **WHPE** High Point, **WLOE** Leaksville, **WJRI** Lenoir, **WBUY** Lexington, **WTSB** Lumberton, **WMAP** Monroe, **WFRC** Reidsville, **WCBT** Roanoke Rapids, **WCEC** Rocky Mount, **WSTS** Southern Pines. N. D.: **KDIX** Dickinson, **KNOX** Grand Forks, **KOVC** Valley City. Ohio: **WMOA** Marietta, **WJEL** Springfield. Okla.: **KADA** Ada, **KWHW** Altus, **KVOS** Ardmore, **KWCO** Chickasha, **KSEO** Durant, **KCHE** El Reno, **KASA** Elk City, **KTAT** Frederick, **KTJS** Hobart, **KTMC** McAlester, **KHBG** Okmulgee, **KVLH** Pauls Valley, **WBBZ** Ponca City. Ore.: **KWIN** Ashland, **KAST** Astoria, **KBKR** Baker, **KBND** Bend, **KWRO** Coquille, **KRUL** Corvallis, **KASH** Eugene, **KLBM** La Grande, **KMCM** McMinnville, **KOCO** Salem, **KODL** The Dalles, **KTIL** Tillamook. Pa.: **WISR** Butler, **WCDL** Carbondale, **WLXW** Carlisle, **WESA** Charleroi, **WCED** DuBois, **WHUN** Huntington, **WDAD** Indiana, **WMCK** McKeesport, **WKRZ** Oil City, **WMAJ** State College. R. I.: **WRJM** Newport. S. C.: **WACA** Camden, **WGCD** Chester, **WOLS** Florence, **WFGN** Gaffney, **WLBG** Laurens-Clinton, **WMRA** Myrtle Beach, **WKDK** Newberry, **WRHI** Rock Hill. S. D.: **KDSJ** Deadwood, **KGFX** Pierre, **KWAT** Watertown. Tenn.: **WLAR** Athens, **WOPI** Bristol, **WJZM** Clarksville, **WKRM** Columbia, **WHUB** Cookeville, **WDSG** Dyersburg, **WHBT** Harriman, **WDXI** Jackson, **WETB** Johnson City, **WIBK** Knoxville, **WGAP** Maryville, **WMMT** McMinnville, **WTPR** Paris, **WENK** Union City, **WJIG** Tullahoma. Tex.: **KVLF** Alpine, **KRUN** Ballinger, **KIOX** Bay City, **KRCT** Bayton, **KNEL** Brady, **KSTB** Breckenridge, **KWHI** Brenham, **KBWD** Brownwood, **KAND** Corsicana, **KDNT** Denton, **KELP** El Paso, **KGAF** Gainsville, **KLUF** Galveston, **KVGL** Greenville, **KSAM** Huntsville, **KEBE** Jacksonville, **KOCA** Kilgore, **KPET** Lamesa, **KHIT** Lampasas, **KFRO** Longview, **KRBA** Lufkin, **KMHT** Marshall, **KORC** Mineral Wells, **KVKM** Monahans, **KOSF** Nacogdoches, **KNWT** Palestine, **KIUN** Pecos, **KVOP** Plainview, **KTAN** Sherman, **KDWT** Stamford, **KSTV** Stephenville, **KSST** Sulphur Springs, **KXOX** Sweetwater, **KTEM** Temple, **KTFS** Texarkana, **KTLW** Texas City, **KGKB** Tyler, **KVOU** Uvalde, **KVWC** Vernon, **KVIC** Victoria. Utah: **KVNU** Logan, **KOPP** Ogden, **KOAL** Price, **KJAM** Vernal. Vt.: **WSYB** Rutland, **WTWN** St. Johnsbury. Va.: **WKEY** Covington, **WSVS** Crewe, **WCVA** Culpeper, **WFVA** Fredericksburg, **WBOB** Galax, **WVEC** Hampton, **KREL** Lexington, **WMVA** Martinsville, **WNVA** Norton, **WPUV** Pulaski, **WHLF** South Boston, **WLPM** Suffolk, **WAYB** Waynesboro, **WINC** Winchester. Wash.: **KXRO** Aberdeen, **KELA** Centralia-Chehalis, **KWLK** Longview, **KSEM** Moses Lake, **KGY** Olympia, **KONP** Port Angeles, **KWWB** Walla Walla. W. Va.: **WCFC-FM** Beckley, **WHAR** Clarksburg, **WDNE** Elkins, **WLOG** Logan, **WAJR** Morgantown, **WLOH** Princeton, **WRON** Ronceverte, **WBRW** Welch, **WHAW,** Weston. Wis.: **WATW** Ashland, **WDLY** Ladysmith, **WDLB** Marshfield, **WIGM** Medford, **WIBU** Poynette, **WRJN** Racine, **WOBT** Rhinelander, **WTTN** Watertown. Wyo.: **KSPR** Casper, **KOVE** Lander, **KPOW** Powell, **KRAL** Rawlins, **KVRS** Rock Springs, **KWYO** Sheridan.

	1M	5M	15M	30M	1 Hr
D	741.00	1,495.00	2,288.00	3,432.00	5,720.00
N	741.00	1,495.00	2,704.00	4,056.00	6,760.00

Lone Star Chain Inc.

1714 M & W Tower, Dallas, Tex., Manager, Howard H. Dunavan. **WBAP** Fort Worth, **KOSA** Odessa, **KFDM** Beaumont, **KGNC** Amarillo, **KTBC** Austin, **KEYS** Corous Christi, **KTRE** Lufkin, **KFYO** Lubbock, **KTSA** San Antonio, **KTBB** Tyler, **KWKC** Abilene, **KXYZ** Houston, **KRGV** Weslaco, **KFDX** Wichita Falls, **KTXL** San Angelo, **KROD** El Paso.

D	269.96	452.70	692.55	1,154.25
N	472.77	783.00	1,196.10	1,993.50

Long Radio Enterprises

P. O. Box 1391, Bay City, Tex., Managing Director, J. G. Long. **KIOX** Bay City, **KVIC** Victoria, **KSAM** Huntsville, **KTLW** Texas City, Tex. Contact network for rates.

Maine Broadcasting System

157 High St., Portland, Me. Rep. Weed, Bannan, Manager William H. Rines. **WCSH** Portland, **WRDO** Augusta, **WLBZ** Bangor

D	23.75	23.75	36.10	72.20	108.30	180.50
N	47.50	47.50	72.20	144.40	216.60	361.00

McClatchy Beeline

911 Seventh St., Sacramento, Calif., Rep. Raymer, Director of Sales Leo O. Ricketts. **KFBK** Sacramento, **KWG** Stockton, **KMJ** Fresno. **KERN** Bakersfield. **KOH** Reno.

D	43.35	43.35	66.60	125.80	188.70	314.50
N	85.00	85.00	129.20	251.60	377.40	629.00

The Mid South Network

Gilmer Hotel, Columbus, Miss. Manager: Bob McRaney. **WCBI** Columbus, **WROB** West Point, **WELO** Tupelo, **WNAG** Grenada, **WMOX** Meridian, **WMOX-FM,** Meridian, **WSSO** Starkville. All in Mississippi.

D	20.80	20.80	32.50	88.40	130.60	221.00
N	20.80	20.80	32.50	88.40	130.60	221.00

New England Regional Network

26 Grove St., Hartford, Conn., Weed, Chairman Paul W. Morency. **WBZ** Boston, **WTIC** Hartford, Conn., **WJAR** Providence, R. I., **WCSH** Portland, Me., **WLBZ** Bangor, Me., **WRDO** Augusta, Me.

D	164.00	308.00	462.00	770.00
N	328.00	616.00	924.00	1,540.00

Northern Network

P. O. Box 17, Sault Ste Marie, Mich., Manager Stanley R. Pratt. **WMIQ** Iron Mountain, **WDMJ** Marquette, **WSOO** Sault Ste Marie.

D	13.50	13.50	22.50	36.00	54.00	90.00
N	18.00	18.00	31.50	54.00	81.00	135.00

Northwest Network

3415 University Ave., St. Paul, Minn. Manager: K. M. Hance. **WEBC** Duluth, **WMFG** Hibbing, **KYSM** Mankato, **KROC** Rochester, **KFAM** St. Cloud, **WHLB** Virginia (all in Minnesota); **KFYR** Bismarck, **WDAY** Fargo, N. D., **WEAU** Eau Claire, **WJMC** Rice Lake, Wis.

(Rates on application)

Oklahoma Group Broadcasters

Plaza Court, Oklahoma City, Okla., Rep. Walker, Manager M. H. Bonebrake. **KSED** Durant, **KWOE** Clinton, **KCRC** Enid, **KSPI** Stillwater, **KTMC** McAlester, **KMUS** Muskogee, **KOCY** Oklahoma City, **KHBG** Okmulgee, **KBBZ** Ponca City, **KGFF** Shawnee, **KAKC** Tulsa.

	SB	1M	5M	15M	30M	1 Hr
D				161.00	256.15	416.40
N				191.75	305.80	500.60

Oklahoma Network

2004 Apco Tower, Oklahoma City, Okla., Rep. Taylor-Borroff, Manager Robert D. Enoch. **KADA** Ada, **KVSO** Ardmore, **KCRC** Enid, **KSWO** Lawton, **KTMC** McAlester, **KBIX** Muskogee, **KGFF** Shawnee.

D	36.00	62.50	100.00	150.00	250.00
N	42.00	73.65	118.00	117.00	295.00

Oregon Trail Network

P. O. Box 110, Baker, Ore., Manager Lee W. Jacobs. **KBKR** Baker, **KSRV** Ontario, **KLBM** La Grande.

D	9.56	9.56	14.03	27.41	45.90	76.50
N	9.56	9.56	14.03	27.41	45.90	76.50

Pacific Regional Network

6540 Sunset Blvd., Hollywood, Calif. Manager: Cliff Gill. Northern Calif.: **KHUM** Eureka, **KDAC** Fort Bragg, **KYNO** Fresno, **KNGS** Hanford, **KCVR** Lodi, **KWSD** Mt. Shasta, **KVON** Napa, **KDAN** Oraville, **KTIP** Porterville, **KBLF** Red Bluff, **KYA** San Francisco, **KSGN** Sanger, **KEEN** San Jose, **KDON** Santa Cruz, **KSRO** Santa Rosa, **KROG** Sonora, **KSUE** Susanville, **KCOK** Tulare, **KTUR** Turlock, **KGYW** Vallejo, **KUBA** Yuba City, **KSTN** Stockton, **KXOA** Sacramento. Southern Calif.: **KICO** Calexico, **KAFY** Bakersfield, **KYOR** Blythe, **KROP** Brawley, **KWIK** Burbank, **KBUC** Corona, **KREO** Indio, **KFOX** Long Beach, **KFWB** Hollywood, **KPRL** Paso Robles, **KPMO** Pomona, **KPRO** Riverside, **KITO** San Bernardino, **KSDO** San Diego, **KVEC** San Luis Obispo, **KVOE** Santa Ana, **KSMA** Santa Maria, **KSPA** Santa Paula, **KTKR** Taft, **KVEN** Ventura. Minimum purchase is four stations. For rates contact network or see individual station listings.

Paul Bunyan Network

Paul Bunyan Bldg., Traverse City, Mich., Rep. Holman, Manager R. E. Detwiler. **WTCM** Traverse City, **WATT** Cadillac, **WATZ** Alpena. **WMBN** Petoskey

D	10.50	10.50	20.00	42.50	62.50	105.00
N	12.50	12.50	25.00	60.00	100.00	150.00

Radio Network of Arizona

Adams Hotel, Phoenix, Ariz., Rep. Hallingbery, Asst. Manager Miles Reed. **KOOL** Phoenix, **KCKY** Coolidge, **KCNA** Tucson, **KNOG** Nogales. Contact network for rates.

Rebel Network

P. O. Box 2171, Jackson, Miss., Rep. Hallingbery, Business Manager Frank Gentry. **WJDX** Jackson, **WAML** Laurel, **WGCM** Gulfport, **WFOR** Hattiesburg, **WTOK** Meridian.

D	23.60	40.92	74.40	112.80	191.20
N	36.10	62.75	122.88	192.96	321.60

Rocky Mountain Broadcasting System

29 South State St., Salt Lake City, Utah. Manager: S. John Schile. **KUTA** Salt Lake City, Utah, **KGEM** Boise, Ida., **KIFI** Idaho Falls, Ida., **KEIO** Pocatello, Ida., **KLIX** Twin Falls, Ida., **KBIO** Burley, Ida., **KVOG** Ogden, Utah, **KCSU** Provo, Utah, **KOPR,** Butte, Mont., **KMON** Great Falls, Mont. For rates see individual station listings or contact network.

South Central Quality Network

Comprising **WMC** Memphis; **KARK** Little Rock; **KWKH** Shreveport; **WJDX** Jackson, Miss.; **WSMB** New Orleans. Special hookup of any or all available at combined rates of each station, plus line charges. Headquarters, each station.

The Southwest Network

201-205 Radio Bldg., El Paso, Tex., Rep. Taylor Co., President Dorrance D. Roderick. **KROD** El Paso, Tex., **KAVE** Carlsbad, N. M., **KSIL** Silver City, N. M., **KOSA** Odessa, Tex., **KWEW** Hobbs, N. M., **KGFL** Roswell, N. M.

D	51.50	97.25	148.00	222.00	370.00
N	69.00	124.50	196.00	294.00	490.00

(Continued on page 248)

REGIONALS

(Continued from page 247)

Texas Broadcasting System

Herald Square, Dallas, Tex., General Manager Clyde W. Rembert. **KRLD** Dallas, **KABC** San Antonio, **KTRH** Houston (Basic Group).

	SB	1M	5M	15M	30M	1 Hr
D				241.00	361.50	600.00
N				457.00	685.50	1,140.00

Texas Quality Network

Correspondence or orders may be addressed to any of stations listed. Rep. Petry. **WFAA** Dallas-Fort Worth, **WOAI** San Antonio, **KPRC** Houston, **KRIS** Corpus Christi, **KVAL** Brownsville, **KTBS** Shreveport, La.

D	234.40	360.00	601.00
N	466.00	717.00	1,195.00

Texas State Network Inc.

1201 W. Lancaster Ave., Fort Worth, President Gene L. Cagle. **KRBC** Abilene, **KNOW** Austin **KBST** Big Spring, **KBWD** Brownwood, **WRR** Dallas, **KFJZ** Fort Worth, **KGVL** Greenville, **KTHT** Houston, **KFRO** Longview, **KCRS** Midland, **KRIO** McAllen, **KPLT** Paris, **KGKL** San Angelo, **KMAC** San Antonio, **KRRV** Sherman, **KCMC** Texarkana, **WACO** Waco.

D	321.86	507.38	851.02
N	481.66	752.99	1,264.25

Tobacco Network Inc.

P. O. Box 1988, Raleigh, N. C., Rep. Forjoe, Sales Manager R. K. Scott. **WRAL** Raleigh, **WTIK** Durham, **WFNC** Fayetteville, **WGNI** Wilmington, **WHIT** New Bern, **WGTC** Greenville, **WCEC** Rocky Mount, **WJNC** Jacksonville.

D*	25.00	40.00	60.00	80.00	120.00	200.00

* (Class A)

Transit Radio Inc.

250 Park Ave., N. Y. Frank Pellegrin, Natl. Sales Mgr.	Class A Rush Hrs.	Class B Shop'g Hrs.	Daily Riders
Bradbury Heights, Md., WBUZ(FM)	1.44	1.25	21,957
Cincinnati, Ohio, WCTS	20.00	10.00	383,383
Des Moines, Iowa, KCBC-FM	16.20	9.00	137,648
Evansville, Ind., WMLL	5.00	3.80	62,387
Flint, Mich., WAJL	5.00	3.50	132,888
Houston, Tex., KPRC-FM	14.50	9.50	419,059
Huntington, W. Va., WPLH-FM	6.40	4.00	75,906
Jacksonville, Fla., WJHP-FM	9.00	5.00	116,060
Kansas City, Mo., KCMO-FM	15.60	8.10	301,298
Omaha, Nebr., KBON-FM	4.00	2.00	58,858
Pittsburgh, Pa., WKJF	5.00	3.00	54,042
St. Louis, Mo., KXOK-FM	22.00	14.00	1,342,402
Tacoma, Wash., KTNT	7.00	5.00	77,058
Topeka, Kans., WIBW-FM	2.50	1.25	40,627
Washington, D. C., WWDC-FM	18.00	10.80	736,800
Wilkes-Barre, Pa., WIZZ	5.00	3.50	110,136
Worcester, Mass., WGTR-FM	12.00	8.00	127,269

West Texas Packaged Stations

P. O. Box 850, San Angelo, Tex., Rep. Pearson, Manager Lewis O. Selbert. **KRBC** Abilene, **KGKL** San Angelo, **KBST** Big Spring, **KTRN** Wichita Falls, **KCRS** Midland, **KCBD** Lubbock.

	SB	1M	5M	15M	30M	1 Hr
D	24.16	24.16	39.20	78.40	117.60	196.00
N	26.24	26.24	44.00	88.00	132.00	220.00

Wisconsin Network Inc.

Nash Block, Wisconsin Rapids, Wis., Managing Director, George T. Frechette. **WIBU** Madison-Poynette, **WCLO** Janesville, **WRJN** Racine, **KFIZ** Fond du Lac, WHBL Sheboygan, **WHBY** Appleton, **WJPG** Green Bay, **WFHR** Wisconsin Rapids, **WGEZ** Beloit.

	SB	1M	5M	15M	30M	1Hr
D		44.88	69.00	127.80	194.40	324.00
N		56.10	86.25	159.75	243.00	405.00

The Yankee Network

21 Brookline Ave., Boston 15, Mass., General Manager Linus Travers. **WNAC** Boston, **WFAU** Augusta, **WICC** Bridgeport, **WKXL** Concord, **WALE** Fall River, **WEIM** Fitchburg-Leominster, **WHAI** Greenfield, **WONS** Hartford, **WHYN** Holyoke, **WLNH** Laconia, **WCOU** Lewiston-Auburn, **WLLH**, Lowell-Lawrence, **WKBR** Manchester, **WTSA** Brattleboro, **WTSV** Claremont **WNBH** New Bedford, **WOCB** Hyannis, **WNLC** New London, **WBRK** Pittsfield, **WMTW** Portland, **WIDE** Biddeford, **WHEB** Portsmouth-Dover, **WEAN** Providence, **WWON** Woonsocket, **WSYB** Rutland, **WDEV** Waterbury, Vt. **WWCO** Waterbury, Conn., **WAAB** Worcester.

	SB	1M	5M	15M	30M	1Hr
D	155.00*	250.50	501.00	751.50	1,252.50	
N	310.00*	501.00	1,002.00	1,503.00	2,505.00	

* Per participating announcement in the Yankee Network News.

Z Net

Box 1956, Butte, Mont. Manager: Arne E. Anzjon. **KXLF** Butte, **KXLK** Great Falls, **KXLL** Helena, **KXLQ** Bozeman, **KXLL** Missoula. All in Montana.

D	17.00	17.00	30.00	40.00	80.00	160.00
N	17.00	17.00	30.00	40.00	80.00	160.00

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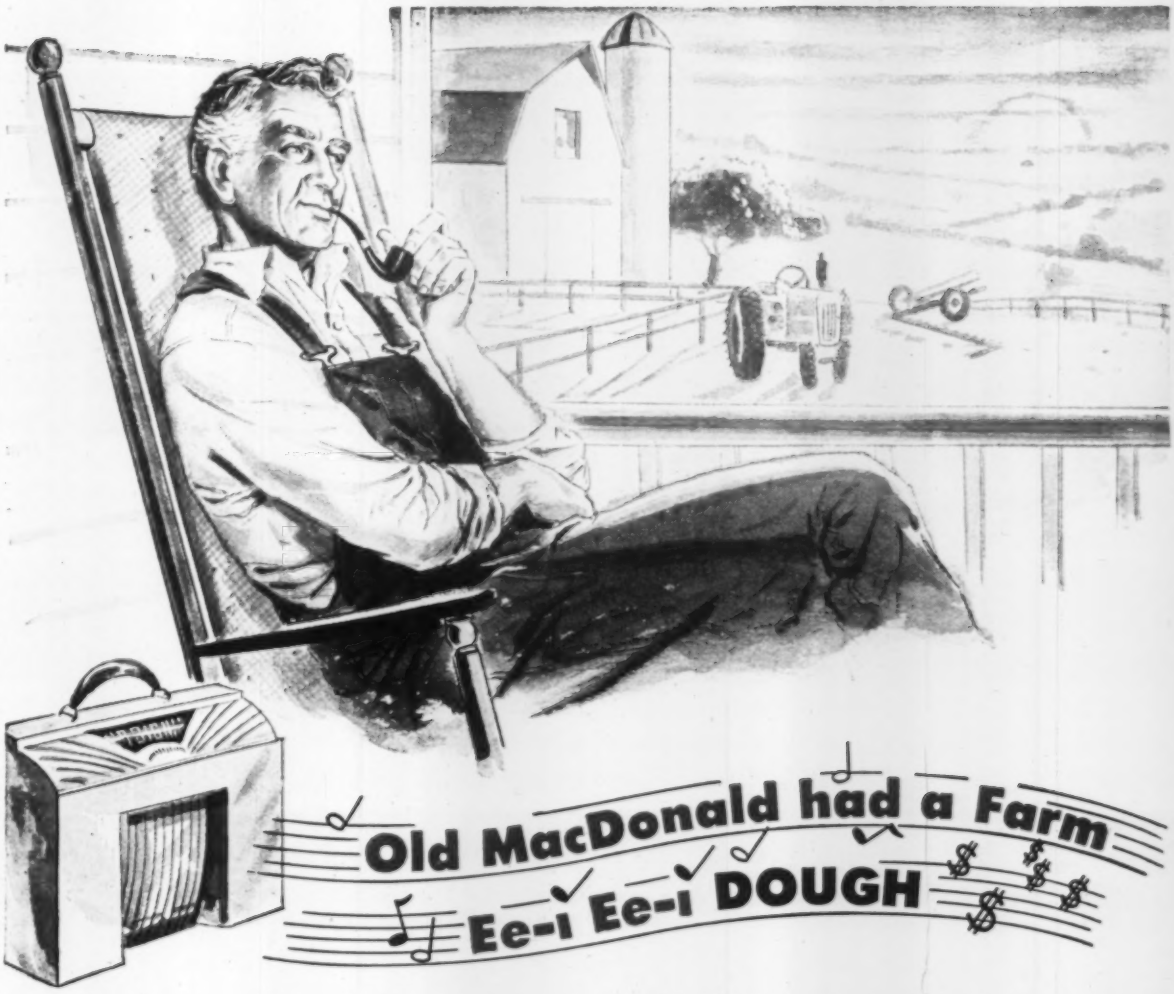

And on this farm he has need for new implements, fencing, paint and electrical appliances for his home. Farmer MacDonald also has the money . . . plus the inclination to spend.

Just where can you find this potential customer? Right in the heart of WLW-Land. And there are 689,999 other WLW-Land farmers just like him. All together, they plan to spend $890,000,000 in 1950.*

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66.5% of all rural radio homes during an average week

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For further information, contact any of the WLW Sales Offices in Cincinnati, New York, Chicago or Hollywood.

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